



CHARTER
MANAGEMENT



Thank you for considering Denison Yachting for charter management of your yacht. I am pleased to enclose the charter marketing presentation, which outlines our vision and strategy for marketing your yacht.

This presentation summarizes the areas where we focus to ensure your yacht receives the most advanced marketing, and provides you with a comprehensive, detailed understanding of our charter management approach.

In addition, our advanced social media presence and in-depth market knowledge enable us to achieve results at the forefront of the charter industry.

Sincerely,

Herman Pundt
Fleet Charter Manager

252.241.8171
Herman@DenisonYachting.com

Nick Duke
Charter Manager

434.390.2861
Nick@DenisonYachting.com

WHY CHARTER?

From providing better resale value and up-to-date maintenance to offsetting the running cost and attracting qualified crew, chartering your yacht is a sound option.



BENEFITS OF CHARTERING:

Why charter your yacht?

The benefits of chartering go far beyond the financial cost of yacht ownership. A charter yacht must be ready at all times for a potential charter, which means ready for the owner to step on board at anytime.

Offset Running Costs

A yacht that charters for 8-10 weeks a year can significantly offset the running costs. A fully-committed, well-managed charter yacht can secure more than 12 weeks of charter a year, potentially covering operational costs.

Yacht Charter Crew

Experienced crew is at the heart of every charter. Frequent charter guests mean a happier, busier, more engaged crew. Your professional crew will always be ready and eager to gain valuable experience as they travel to new and exciting destinations.

Endless Summer

Your yacht will be mission ready for charter in the most desirable locations year-round.

Better Resale Value

A well-marketed and maintained charter yacht with a successful charter record will prove to be a valuable asset when you think of selling your yacht.

Tax Advantages

There may be tax advantages to operating a charter business.

Better Maintenance

A yacht in motion will identify any maintenance issues in a timely manner.

WHAT WE DO

Our mission is to market your yacht through multiple marketing channels to reach not only yachting aficionados, but also the qualified people who have never considered this unique lifestyle experience.

YOUR YACHT WILL BE PART OF AN EXCLUSIVE FLEET BACKED BY AGGRESSIVE MARKETING.

Our charter management team and brokers will know every aspect of your yacht and crew. Being selective about the number of yachts in our fleet will ensure personalized service and that every qualified inquiry gets to her.

We will also review your charter contracts, collect funds in escrow, prepare closing and accounting reports and wire your net proceeds as per the charter agreement.





WORLDWIDE YACHT SHOWS/ EXCLUSIVE EXPOSURE

Boat shows offer a unique opportunity for yachts to be seen by thousands of potential charter guests in a single weekend. True international boat shows, such as Fort Lauderdale, draw thousands of serious charter candidates from all over the world. Denison features yachts at several significant charter yacht shows including:

- **Antigua Charter Yacht Show December**
- **MYBA'S Barcelona Charter Show Spring**
- **Newport Charter Yacht Show Summer**
- **IYBA Charter Open Houses (Dates Vary)**
- **Exclusive Open Houses (TBD)**

NEWPORT
CHARTER YACHT SHOW



IYBA
INTERNATIONAL YACHT
BROKERS ASSOCIATION
FORMERLY FLORIDA YACHT BROKERS ASSOCIATION



CHARTER MANAGER ROLE

The Charter Manager's role is to perform the following activities while promoting the yacht to worldwide yacht charter brokers:

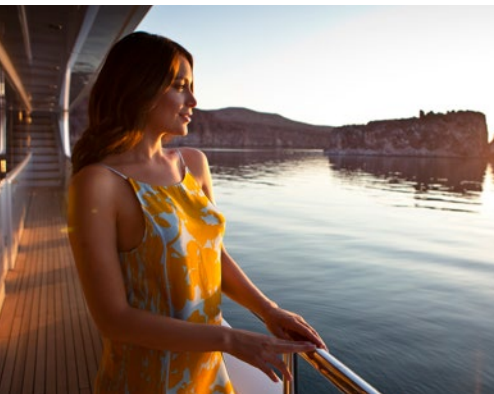
- Work closely with the owner and captain to develop a marketing campaign to maximize exposure and bookings for your yacht.
- Quickly respond to charter inquiries and negotiate rates according to the owner's instructions. Provide sample itineraries and marketing tools to assist the retail charter broker in making the sale.
- Prepare contract details, approve contract, communicate confirmation of charter and obtain owner signed contract.
- Collect and disburse charter funds according to the contract with Denison as stakeholder.
- Publish and maintain accurate specs/rates/cruising areas.
- Maintain the MYBA, Charter Index & Central Yacht master calendar for the yacht and a separate online private owner/captain calendar.
- Encourage participation in major charter shows and other showings locally for magazine writers/photographers and top-producing charter brokers.
- Advise charter feedback on a timely basis.
- Possess knowledge of the cruising areas where fleet yachts are based.
- Keep all matters relating to a charter as confidential to the booking broker, charterer and owner.
- Participate in professional industry organizations such as MYBA, IYBA, AYCA, CYBA, etc.



PHOTOGRAPHY & VIDEOGRAPHY

Professional photography, drone videos and virtual tours enable viewers to experience personally walking through your vessel, exploring the entire yacht and area at their own pace with the ability to zoom in and out for a closer look.

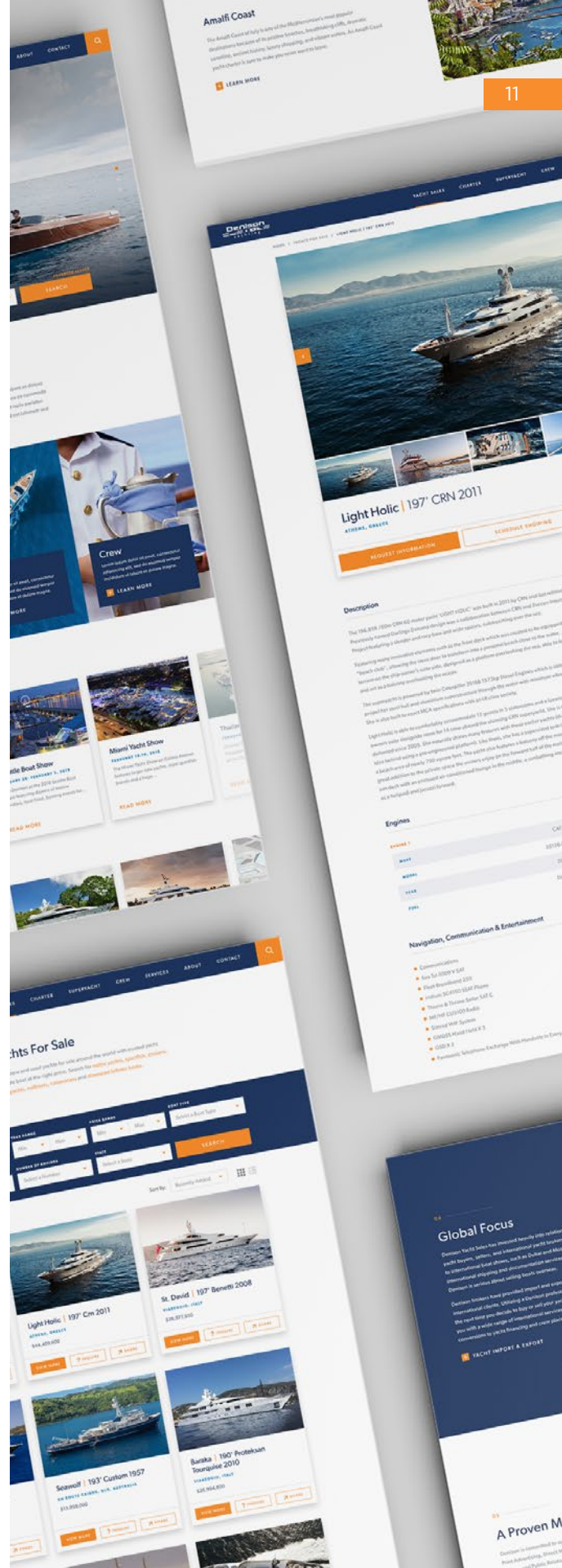
Denison's luxury charter fleet professionals will walk you through step-by-step, introducing you to industry leaders in arial photography, drone video and other cutting-edge marketing tools.



INDUSTRY-LEADING WEBSITE

Denison is committed to getting its clients' yachts attention online with a full-time marketing team, including a programmer, content writer and graphic designers.

Denison is currently in the process of building a newly designed and highly efficient website, set to launch later this year. The company continues to create aggressive Google Adword campaigns, and executes a consistent search engine optimization (SEO) plan.





DIGITAL MARKETING

Denison utilizes its email list of 155,000 yachting enthusiasts, promoting charter listings through regular newsletters and broadcasts using a strategic marketing plan.

The secret to getting clients to open a newsletter is by providing them with content worth reading. In 2017, Denison has successfully delivered nearly 7 million emails, yachting e-newsletters and industry broadcasts.

With a strong presence on all the major platforms, social media is also another valuable tool in Denison's marketing arsenal.

REACH BY THE NUMBERS



User Database
127,000
Yachting
Enthusiasts



YouTube
65,727
Subscribers



Facebook
53,360
Likes



Instagram
157,920
Followers



Twitter
13,100
Followers

COMPARATIVE SOCIAL MEDIA NUMBERS

HMY

Youtube: **5.5k**
Twitter: **12.3k**
Facebook: **13,703**
Instagram: **21.3K**

BLUE WATER

Youtube: **0**
Twitter: **4,249**
Facebook: **9,763**
Instagram: **2,797**

WORTH AVENUE

Youtube: **0**
Twitter: **2,977**
Facebook: **5,646**
Instagram: **3,999**



PRINT MARKETING

While internet and email marketing have become the greatest source for yacht clients, print advertising will continue to be an important factor. Thousands of yachtsmen still browse yachting magazines in search of the perfect yacht.

Denison features our yachts in several yachting publications, including: *Yachts International*, *Boat International US Edition*, *Superyacht World*, and *Yachting Magazine*.

YACHTS
INTERNATIONAL

BOAT
International

POWER
& MOTORYACHT

SuperYachtWorld
The global magazine for superyacht owners

Yachting



CHARTERING BY THE NUMBERS

$$15\% + 5\% = 20\%$$

CHARTER BROKER
COMMISSION

CHARTER
MANAGEMENT FEE

TOTAL FEES

$$100\% - 20\% = 80\%$$

GROSS CHARTER
FEE

COMMISSIONS/
FEES

NET TO OWNER

The client pays all charter money to the booking charter broker, who wires the funds on to Denison net of brokerage commission.

TYPICAL CHARTER PAYMENT SCHEDULE:

- 50% deposit due upon execution of the charter contract.
- 50% balance + provisioning + delivery fees (if applicable) due 45-30 days in advance.
- For a charter booked less than 30 days in advance, payment is due in cleared funds upon signing of the charter contract.

MLS MARKETING

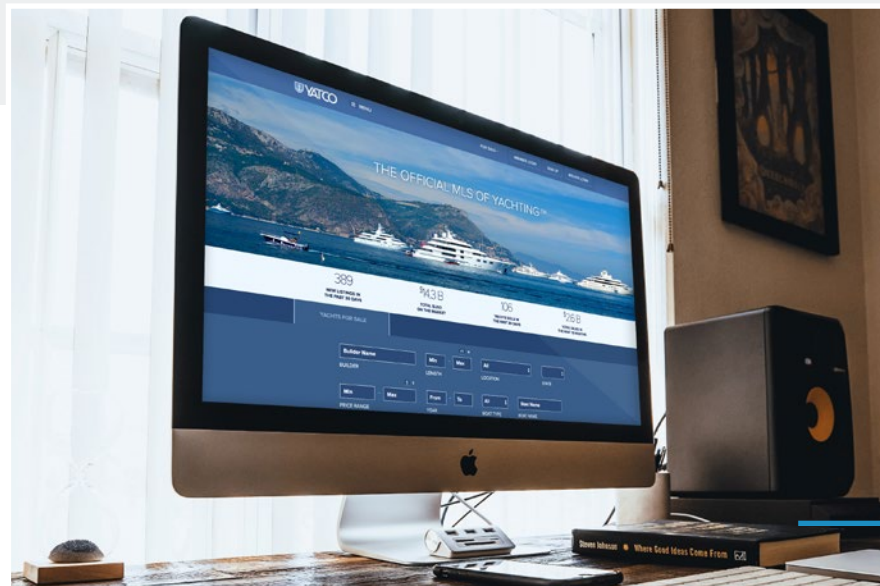
Denison captures charter guests through aggressive marketing tactics on a wide variety of MLS services and websites. It's never been more important to strategically advertise charter listings on the Internet.

Implementing a smart web strategy requires experience and a proven game plan. Simply placing a listing on a few major websites and waiting for the phone to ring is not a sufficient way to market your yacht.

Promoting charters on international websites and enhancing listings on the major MLS services are just a couple of the components within Denison's proven internet strategy.

Denison charter yachts get even more exposure through:

- **MYBA YACHTFOLIO**
- **Superyachts.com**
- **Boat International**
- **Yatco**
- **Central Yacht Agent**
- **Yacht World**
- **Charter Index - Expanded**



AFFILIATED WITH THE BEST

Denison is an active member of the major yachting associations, and our charter brokers take advantage of opportunities they provide for continuing education and training.



WATERFRONT LOCATIONS

WHEREVER YOU GO, WE HAVE YOU COVERED,
WITH 20 WATERFRONT LOCATIONS.



ABOUT DENISON

Denison has long been a leader in the yachting industry with a rich family history dating back to 1948, with the start of Broward Marine in Fort Lauderdale. Today, the company provides complete yachting services worldwide, from sales and charter to crew placement and new construction.

Denison has 20 waterfront offices from coast to coast around the U.S. as well as a team of nearly 100 licensed and bonded yacht brokers proudly representing Hatteras, Beneteau, Dufour, Fountaine Pajot and Van der Valk. Decades of experience provide a long-term perspective on the industry, extensive industry contacts, a deep client roster and a passion for yachting.

FLEET CHARTER MANAGER



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