

SALE & PURCHASE

## Behind the scenes

WRITTEN BY **MARINA MICI**

When you purchase a superyacht you can take it for granted that every measure has been taken to ensure you enjoy life on board. But, with today's complex yachting regulations what does that really mean? SEA+I looks at the challenges facing superyacht owners and the services available to ensure the entire lifecycle of yacht ownership is smooth sailing.

From their sheer size and power to the five-star hospitality of their crews, today's super and mega yachts have reached unparalleled standards. Built and fitted out to extremely rigorous specifications, they provide the ultimate in luxury, design, and performance, but with augmented levels of technology and sophistication comes an increasing demand for stringent security and safety measures.

In response to the rise in the size and number of superyachts, the yachting industry has evolved significantly over the last few decades and has established strict guidelines relating to all areas of construction, safety, pollution prevention, certification issues, and commercial operation. Indeed, for any commercially operated yacht, compliance with

industry regulations is a fundamental requirement and the challenge of owning a superyacht has become as complex as running a business. Fortunately, yacht management agencies exist worldwide specialising in all areas of ownership. So while owners and charter guests enjoy a fun, relaxed holiday aboard, they can rest assured that behind the scenes every measure has been taken to ensure their complete safety and comfort.

Having helped pave the way for the development of the luxury yacht industry since the 1960s, C&N is equipped to assist any owner with every facet of yacht ownership. From the initial purchase or build of a yacht to the management, crew selection, insurance, and charter marketing, their owner services are invaluable throughout the lifecycle of ownership.

## THE LIFECYCLE OF YACHT OWNERSHIP

Camper & Nicholson's owners' services are designed to help owners enjoy their yacht throughout the lifecycle of ownership, not just the point of purchase.

# 1

### Aquiring your superyacht

C&N brokers are the authority on the superyacht market and can advise on the best time to buy (or sell), what to buy, or where to build the most suitable yacht.

# 2

### Protecting your asset

C&N's dedicated owners' services team includes experts in all insurance related matters to ensure maximum protection of your most valued assets.

# 3

### Managing your yacht

From day-to-day administration to crucial issues of certification, licence, classification status and flag status requirements, C&N's yacht managers are experts in their field.

# 4

### Crewing your yacht

Sourcing the right crew for your yacht is vital and requires skillful management of people and budgets. A good crew placement specialist, such as C&N, will be committed to matching qualified, skilled and knowledgeable crew with quality yachts worldwide.

# 5

### Cruising on board

Wherever your yacht may be cruising, C&N has access to shore-based experts all over the world who are on hand to help with the yacht's every need.

# 6

### Chartering your yacht

In order to maximise a charter yacht's potential, market it, hire crew and ensure all charters run like clockwork, a good charter manager is essential. C&N's Charter Marketing team has the knowledge, expertise and resources to ensure your yacht stands out from the crowd.

# 7

### Refit and repair

Having invested so much capital in buying a superyacht, its upkeep is of prime concern. From advice on the potential scope of works, to negotiating with shipyards and subcontractors, to the management of the works, C&N's Refit and Repair division have a close working relationship with top builders across the world.

# 8

### Selling your yacht

Whether you are looking to upsize, downsize or simply move on from yachting, when it comes to selling your prized possession you need to ensure your yacht receives the maximum possible exposure. C&N has an extensive database of buyers, and the most experienced team of brokers in the world.





## Fabio Ermetto, C&N's Chief Commercial Officer, has a wealth of experience in new construction, having worked at a number of prominent shipyards before bringing his knowledge to Camper & Nicholsons

### Acquiring your superyacht

Although brokerage doesn't strictly fall under owner services, your sales broker will be the first important introduction to owning a superyacht. Their knowledge of the industry is of paramount importance when it comes to ensuring that you buy the right yacht for you. Stay informed and seek the right advice from an experienced broker and you should join the ranks of owners who consider their yacht to be the best purchase they have ever made.

When it comes to building a yacht, the sheer size and complexity of a new construction project is akin to a large commercial property development, with long lead times, risks and high costs. Supporting an owner and their broker through the new construction process, C&N's yacht managers act as the owner's representative regarding budget, time, safety, compliance with regulations and making sure the client's brief is met. Fabio Ermetto, C&N's Chief Commercial Officer, has a wealth of experience in new construction, having worked at a number of prominent shipyards before bringing his knowledge to Camper & Nicholsons. "Whether a client is looking to build a fully custom yacht or a semi-custom vessel, there will always be unknowns in the build process," says Fabio. "Many decisions may seem inconsequential but when it comes to delivering the deliverable, the devil is in the detail."

It is essential that an owner uses the expertise of a yacht manager during any new construction project, or indeed refit and repair work, who will stay in constant communication with the yard, and project manager or build captain, watching out for any potential issues and ensuring the delivery of a safe, superb yacht.

### Operating your yacht

As with any business, if a yacht is managed and maintained correctly safety issues are greatly enhanced, and legal and administrative complexities are significantly reduced. A yacht's manager will ensure that the yacht complies with statutory international regulations and operational laws and that captain, crew and, if chartering, charterers adhere to the stipulations of the relevant codes. Every yacht is unique and the services provided are tailored around the individual owner and their specific requirements to include accounting, technical management, administration, registration, logistics and purchasing, crew support, ISM (International Safety Management) and ISPS (International Ship and Port Facility) support, MLC (Maritime Labour Convention) compliance, and insurance. From the day-to-day administration required to run a yacht successfully to crucial issues of certification, licence, classification status and flag status requirements, a professional yacht manager has the expertise to ensure that all the relevant international regulations are constantly met and monitored.

As yachts get larger, more complex shore support from professional management becomes ever more important. Many aspects of yacht management can be undertaken by various experts, but having one point of contact to provide continuity, integrity, resources and a collective depth of experience is the best way to protect such a valuable asset. Emile Coetzee has been in professional yachting for 25 years, the majority of which have been as a captain for one owner and his last three yachts. Beginning on *Thunder Gulch* in 1999, followed by *High Chaparral* in 2004 and *Hurricane Run* since 2009. Emile was also the build-captain

for the final months on both *High Chaparral* and *Hurricane Run* and believes that a good yacht manager is an essential ingredient in ensuring the safe running of such a complex asset. “The support of a dedicated yacht manager is essential for the safe running of a superyacht,” explains Emile. “You cannot run a modern yacht without adhering to classification laws and complying with the stringent rules and regulations.”

C&N yacht managers also come into their own in budgeting for the yacht and, where possible, reducing costs in certain areas. They know each and every yacht in their managed fleet and have developed relationships with each yacht’s owner, representative, captain, engineer and manager. Each vessel runs differently to suit an individual owner’s particular requirements and it is the responsibility of the yacht’s manager, in collaboration with the captain, to ensure that owners have the freedom to do what they want, while keeping the yacht safe and legal. “I speak to my yacht manager at Camper & Nicholsons on a weekly basis, and more often during yard periods,” says Emile. “If any problem arises, I can rely on my yacht manager to look at the situation objectively,” explains Emile. “Being on board 24/7 you can be so consumed in the day-to-day issues that you lose sight of what it is you are doing - managing and protecting your owner’s asset to the best of your ability.”

#### Crew management

However much an owner spends on buying or building and maintaining his or her yacht, spending time and money on good crew is essential. It is standard practice to keep a yacht crewed all year round, regardless of its activities. They ensure the day-to-day maintenance of the yacht, act as constant on board security and create exceptional experiences for the owner or charter guests. Sourcing the right crew for a yacht is therefore vital and requires skillful management of people and budgets. Captains, chefs,

engineers, first mates, deckhands, stewards and stewardesses need to provide a winning combination of personality, experience and qualifications. The captain, in particular, must command respect from his or her crew and be able to motivate and inspire them, as well as charm the guests and ensure their safety and enjoyment on board. However, every crew member adds their own distinct personality to the yacht, maintaining it in five-star condition and extending unparalleled hospitality to all who step on board.

A good crew placement specialist, such as C&N, will be committed to matching qualified, skilled and knowledgeable crew with quality yachts worldwide. They understand each and every owner ensuring that the crew, and especially the captain, have the right personalities to fulfill their role in the owner’s plans for the yacht, be they for private or charter use.

Once on board, it is the yacht manager’s job to support the crew, working closely with the captain and engineer, as well as the steward or stewardess on logistics and provisioning when required. Training is all important and owners of C&N’s managed fleet are encouraged to have a dedicated budget for crew training. Since the operation of yachts has become so professional, well trained crews, who know their yachts, are not only safer but more economical in the long term.

Captain Emile Coetzee has a wealth of experience in managing crew, and knows how valuable a long serving, good crew member is. “On board *Hurricane Run* we hire like-minded people who are adaptable, intelligent, respectful, trustworthy and empathetic,” says Emile. “Each and every crew member understands that ultimately, their very reason for being on board is the owner and everything that they do must be respectful of the owner’s needs.”



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ABOVE Captain Emile Coetzee with C&N's management team: Marianne Danissen, yacht manager; Sacha Williams, global charter marketing director; and Celine Laffin, charter marketing manager



**ABOVE** The large entertaining deck on board *Hurricane Run*.

**BELOW** Launched in 2009, *Hurricane Run* boasts the distinctive and striking exterior styling associated with the acclaimed De Voogt Naval Architects





## With a single point of contact, an owner can make the best personal use of their yacht with as little or as much charter availability as they wish to help offset the running costs

### Charter marketing

The majority of superyachts are privately owned but due to escalating maintenance costs and the impracticality of using a large yacht solely for private use, most are chartered out to offset the running costs and maximise investment. Owners typically spend between four to eight weeks of the year on board their own yacht. Placing a yacht on the charter market may help to offset some of the costs of ownership, but, as with any business, managing a charter yacht is a full-time job. As anyone who has ever owned a business will no doubt agree, a first rate assistant, advertising agency and marketing agency figure significantly in day-to-day operations. Every company needs to be managed, promoted and coordinated. Staff need to be employed, meetings arranged, and decisions made, and running a successful charter yacht requires the same. In order to maximise a charter yacht's potential, market it, hire crew and ensure all charters run like clockwork, a good charter manager is essential. Their role is manifold and, as any owner of a successfully managed charter yacht will confirm, invaluable.

C&N charter managers have expertise in every aspect of charter management and know each and every yacht in their fleet. They remain in close contact with the owner, captain and crew and know the charter market like the back of their hand.

Along with the role of managing the yacht while it is chartering, there is also the issue of promoting it – a task that requires marketing skills, industry knowledge, expertise and innovation. In the competitive yacht charter market, the most successful yachts maintain a high profile. Active, direct marketing is vital to increase the yacht's profile and

therefore its charter income. A charter manager will go to many lengths to come up with innovative marketing ideas, ensuring that it is presented in the right way, at the right time, to the right people. Captain Emile Coetzee explains that the charter manager's role is invaluable. "*Hurricane Run* is an exclusive charter yacht," he says. "Our charter manager has the owner's interests foremost in mind when qualifying charter clients for the yacht, and this is of vital importance to both the crew and the owner."

Liaising with charter brokers on both sides of the Atlantic, as well as the yacht's captain and crew, support teams and industry contacts, a good charter manager is on call 24 hours a day, seven days a week. They advise owners on peak seasons, popular charter grounds, up and coming hot spots, and ensure that, whenever possible, the yacht's charter potential is optimised. In planning the yacht's annual itinerary, the charter manager will not only schedule in all the charters, and owner's use, but will also take into account the VAT implications for owner's use versus charter use, along with berthing, maintenance and docking considerations.

Whatever level of management you require for your yacht, the services of a professional yacht broker, yacht manager, charter manager and crew placement specialist are invaluable. The larger the organisation the more resources and support they are likely to offer. C&N offers a full suite of owners' services and are able to provide a team of experts that will best represent an owner's interests and provide that vital link to successful yacht ownership.