



## ***A D V A N T A G E***

Marketing Program for multihull yachts.

## The Multihull Central Advantage

### **MULTIHULL CENTRAL – THE MULTIHULL EXPERTS**

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Multihull Central is the fastest growing multihull specialist brokerage in Australia with the strongest team of dedicated and skilled multihull sailors focused every day on selling new and used production catamarans.

With headquarters based at Australia's only multihull marina located in the heart of Sydney Harbour, Rozelle Bay, Multihull Central are uniquely positioned to provide unbeatable infrastructure and services to their customers.

As the Australian and New Zealand distributor for Seawind Catamarans, Multihull Central remain closely in touch with the multihull industry and are able to offer a full range of boats for all budgets and purposes.

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## The Multihull Central Advantage

### MULTIHULL CENTRAL SALES TEAM

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With a mix of youthful ambition and matured experience, the Multihull Central team offer Australia's largest spanning network of expert multihull sailors, each with decades of experience.

The Multihull Central team stretch from Airlie Beach to Melbourne, from Sydney to Perth, so when it comes to buying and selling, they have the entire country covered.

What this means is that they can display almost any boat anywhere, with the knowledge and experience to provide good advice and help educate prospective buyers that are often unfamiliar with multis.



Brent Vaughan  
Sydney to South Coast



Steve Austin  
Sydney to Central Coast



Terry Jones  
Melbourne



Graeme Nolan  
Airlie Beach



Andrew Crawford  
Brisbane



Royce Black  
Gold Coast



Patrick Darling  
Perth

## The Multihull Central Advantage

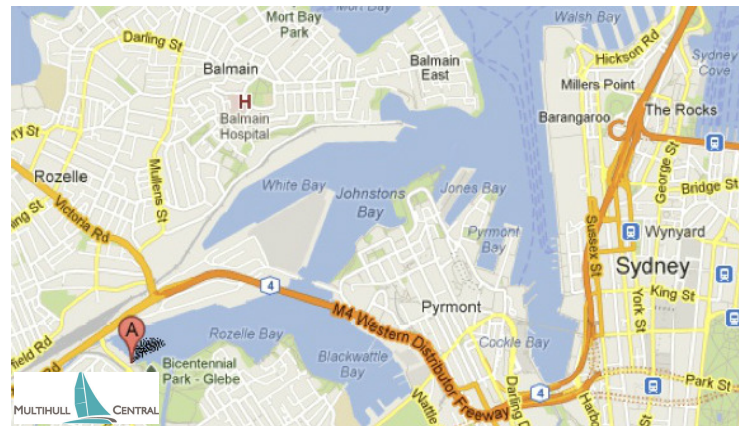
### **MULTIHULL MARINA – FREE FOR SELECTED LISTINGS**

A 17 berth purpose built Multihull Marina located in the heart of one of the world's most famous harbours stands as an unbeatable asset when it comes to selling beamy catamarans.

Selected production catamarans can enjoy free marina berthing for the first month when listing to sell through Multihull Central. A further 50% off regular rates are offered for the next two months.

Multihull Central have proven statistics of gaining extraordinary sales results when boats are displayed in their centrally located marina. Located only 5 minutes from Australia's largest city, the convenience for customers looking at multihulls is an unbeatable advantage when selling your boats.

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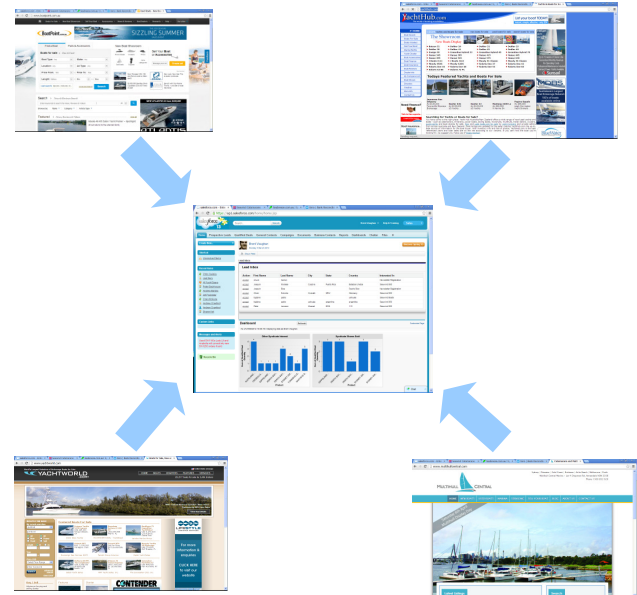
## The Multihull Central Advantage

### MARKETING MIX ADVANTAGE

The Multihull Central Advantage uses all aspects of modern marketing tools to best promote your boat, along with some good old fashioned personal sales from skilled agents that have maintained relationships with their customers over the course of years and often, several boats.

The marketing program revolves around a large international database with in excess of 40,000 contacts and uses the following tools to present boats for sale:

- Fortnightly eNews with updates
- Advertising in:
  - Boatpoint.com.au
  - Yachthub.com.au
  - MultihullCentral.com
  - Yachtworld.com (Selected boats)





## The Multihull Central Advantage

### MARKETING MIX ADVANTAGE (cont...)

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The following marketing tools are also at the disposal of Multihull Central:

- Attending all major boat shows
- Multihull Display Days at marina
- Pamphlet tailored for each boat
- Photoshoot and Video production
- Youtube Channel
- Facebook Page



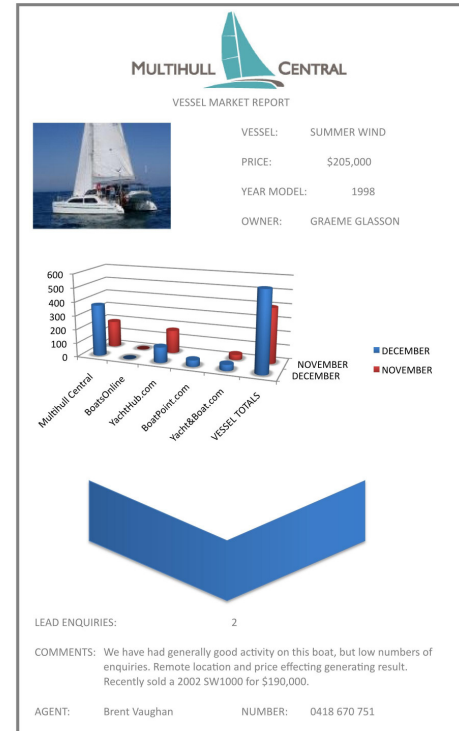
## The Multihull Central Advantage

### INTELLIGENCE AND FEEDBACK

To assist the vendor in understanding the market, Multihull Central provide monthly reports providing feedback on where the boat has been presented, online activity on boat listings, and numbers of actual leads for each boat.

Having a better understanding of the market helps sellers make an informed decision when it comes to selling and how to adjust the marketing program to suit. It also demonstrates that Multihull Central's team are proactive in finding leads and not content to let a listing sit.

This information back from the target market helps tailor a marketing program that continues to achieve results for Multihull Central.



## CONTACT

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If you are interested in selling your catamaran or trimaran through the Multihull Central Advantage program, contact us today on:



Phone: 1300 852 620

Email: [info@multihullcentral.com](mailto:info@multihullcentral.com)

Web: [www.multihullcentral.com](http://www.multihullcentral.com)

Post: Lot 4 Chapman Road,  
Annandale NSW 2038  
Australia



### Seawind 850 | Cool Change

A great opportunity to own a Seawind 850 in good condition. Surveyed late last year and found to be ...  
Price : SOLD

Category : Cruising Yachts  
Brand : Seawind  
Condition : Used  
Hull type : Fibreglass  
Length : 8.5 Metres

Location : SOUTH WEST ROCKS, NSW    Contact :    Year: 1990



### Seawind 1160 | Annabella

Privately owned Seawind 1160 in amazing condition with all the extras; Air-conditioning, Bose sou ...  
Price : SOLD

Category : Cruising Yachts  
Brand : Seawind  
Condition : Used  
Hull type : GRP  
Length : 11.6 Metres

Location : NEWCASTLE, NSW    Contact :    Year: 2009



### Seawind 1000 | Double Vision

Built to survey for Queensland charter and used as a private vessel since November 2004. Since th ...  
Price : SOLD

Category : Cruising Yachts  
Brand : Seawind  
Condition : Used  
Hull type : Fibreglass  
Length : 10 Metres

Location : ANNANDALE, NSW    Contact :    Year: 1999



### Seawind 1000 | Avanti

This ever popular Seawind 1000 is ideal for entertaining and family cruising. The layout has 4 do ...  
Price : SOLD

Category : Cruising Yachts  
Brand : Seawind  
Condition : Used