

4 Reasons Why you should sell now

Multihull Central's Brent Vaughan explains why now is a good time to sell if you own a production cruising catamaran.

Here at Multihull Central, we see upwards of 50 catamarans and trimarans sell each year in Australia, so we get to know our market extremely well and can identify the tell tale signs of trends developing in our market.

With over 1,500 boat owners on our database from over 15 years of selling multihulls, we have seen many cases of boats that are hard to sell and many that are easy to sell, and sometimes timing has everything to do with it.

If you own a production catamaran and are considering selling sometime in the next 12 months, here are four reasons why you should consider putting your boat on the market now...

1. Sydney Boat Show:

Australia's largest boat show has just wrapped up, bringing in dozens of qualified catamaran buyers to brokers who attended the boat show. Only a few catamaran agencies make the large marketing investment in these boat shows and those who do, capture the largest group of 'leads'. Many of these leads are actively looking for that perfect boat and are talking to brokers now.

For example, Multihull Central has seen close to 200 leads generated by since the start of July. A unique state of the art database matches leads to potential listings for sales agent, with a digital marketing system in place to remain front of mind and ensure no leads slip between the cracks.

2. Summer Peak Season:

There is a definite change in market activity in the final months of each year. In fact, 40% of Multihull Central's yearly brokerage sales occur in the final quarter of the calendar year, between the months of October and December. This is because many customers, excited from the Sydney boat show and others who have been looking for a while now, are keen to be on the water for summer and celebrate their new purchase with friends and family over Christmas and NYE.

3. Liquidity:

With the booming property markets in Sydney and Melbourne, there is far greater liquidity in the general market through property sales. Profit from property sales is one of the most common sources of funds for purchasing luxury cruising catamarans, be it investment property sales or selling the family home and downsizing, so the added real-estate activity brings in greater discretionary funds into the multihull market.

4. Falling AUD

In the last 12 months, the Australian dollar has fallen against all major currencies. This not only makes the cost of new boats more expensive, but in turn fuels demand for quality substitutes of used brand name production boats. This demand is not only from the domestic market, but there is growing interest from the US market as consumer confidence grows and the USD strengthens. Though I wouldn't go as far as saying it's a seller's market,

the tide is definitely turning and the additional demand for used boats in the market will ultimately improve resale prices.

So you have a window of opportunity between now and Christmas to prepare your boat, take it to market and achieve positive results in a shorter period, than at other times of the year.

If you own a catamaran that has been sitting there growing reef on the rudder and deserves a better home, contact your local Multihull Central agent now on a strategy to get your boat cleaned up and on the market before season has set sail.

If you would like to learn more, contact your local Multihull Central consultant on 1300 852 620 or email sales@multihullcentral.com

Or, for more information on how we can achieve success for you, ready our 7 steps to success ebook here: