



## JEFF MERRILL YACHT SALES, INC.

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**PERSONAL ATTENTION** - Jeff Merrill, CPYB is a skilled trawler boat handler and accomplished racing sailor. Jeff has been involved in new boat construction for over 20 years (7 years at Pacific Seacraft building sailboats and 14 years at PAE/Nordhavn selling trawlers). He has also sold brokerage sailboats and trawlers for the past 15 years. JMYS offers individualized service and worldwide representation for buyers and sellers of new and used cruising yachts.



Jeff Merrill, CPYB

material for numerous articles and multiple presentations at boating events across the country. He has been aboard hundreds of cruising boats, talked to their owners and cataloged tens of thousands of photos, all information he shares with his clients.

**EXPERIENCE** - Jeff has worked over thirty years in the marine industry completing hundreds of transactions. As a trawler specialist, Jeff's expertise with new construction and deep brokerage background presents you with an incredible resource. His network of industry contacts spans the globe. Jeff proudly represents the Bering Yachts line of full displacement steel trawlers and he has taken clients to their yards in China and Turkey.

**IT'S YOUR CHOICE** - Jeff believes that YOU should select both the boat you want AND the broker who will represent you. Buyers and sellers need an advocate – a broker who is a good communicator and who can organize a detailed evaluation of boats on the market. Someone who will follow up and follow through.

**PURCHASING** - Buyers should engage a seasoned broker for guidance through the purchase process. Jeff has developed comparison spread sheets and uses sales history data to educate buyers and determine real market value. With your offer accepted, Jeff creates a time-line with due dates to complete all of the required steps. After closing, Jeff enjoys training you aboard your boat. This hands-on approach and post sale follow up cements long lasting relationships.

**SELLING** - Jeff will collaborate with you to prepare a marketing plan that differentiates your boat from the competition. One JMYS advantage is a detailed listing description with dozens of photos. Marketing efforts like video (over 200,000 YouTube views) and other promotional avenues including social media are reviewed to help you gain broader exposure.

**PRODUCT KNOWLEDGE** - At the core of Jeff's success is a lifelong passion for the sea and his desire to share what he has learned. Jeff's thousands of offshore miles has provided

**ON THE GO** - Jeff's mobile brokerage business model sends him across the country and literally around the world. In 2016 alone, Jeff has travelled to the Circa (FPB) shipyard in New Zealand and visited with clients all over the U.S. plus Mexico and Canada.

**PROFESSIONALISM** - Jeff is one of the few yacht brokers nationwide who are credentialed as a Certified Professional Yacht Broker (CPYB) and also hold a broker's license in California and Florida. Jeff's dedication to his profession includes serving as President of the California Yacht Brokers Association (CYBA).

