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Inside the Trawler Market with Jeff Merrill

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The owner of Jeff Merrill Yacht Sales discusses brokerage during a pandemic—and offers tips for current buyers and sellers to succeed.

The yacht brokerage business has changed over the years, and even bigger changes are on the horizon. No one knows this better than trawler specialist Jeff Merrill, owner of [Jeff Merrill Yacht Sales](#)—an active team of brokers in California, Florida and Washington who cover the US and also abroad. Merrill recently sat down with *Passagemaker's* editor-in-chief, Andrew Parkinson, at the AIM Virtual Boat Show to shed some light on the challenges and best practices of navigating the brokerage market amid this new era of “social distancing.”

What he had to say should be educational—and hopefully inspiring—for buyers and sellers alike.

Merrill created his own independent yacht brokerage in 2014 after over thirty years in the marine industry and a lifetime of enjoying his passion for boating. Today, he offers a wealth of experience and personal attention as a worldwide professional representative for buyers and sellers of premium brand, ocean-

going trawlers. His knowledge as a career yacht broker, writer and public speaker has enabled him to assist hundreds of aspiring recreational trawler owners to learn more about this booming segment of the boating market.

For more information, visit jmys.com

