

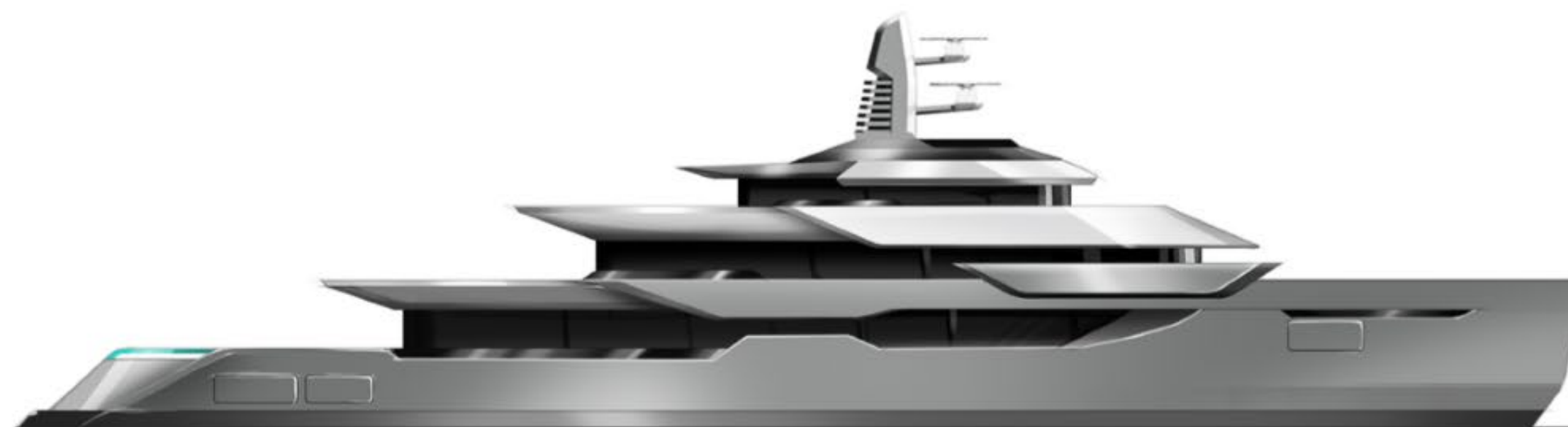


# Marketing Proposal

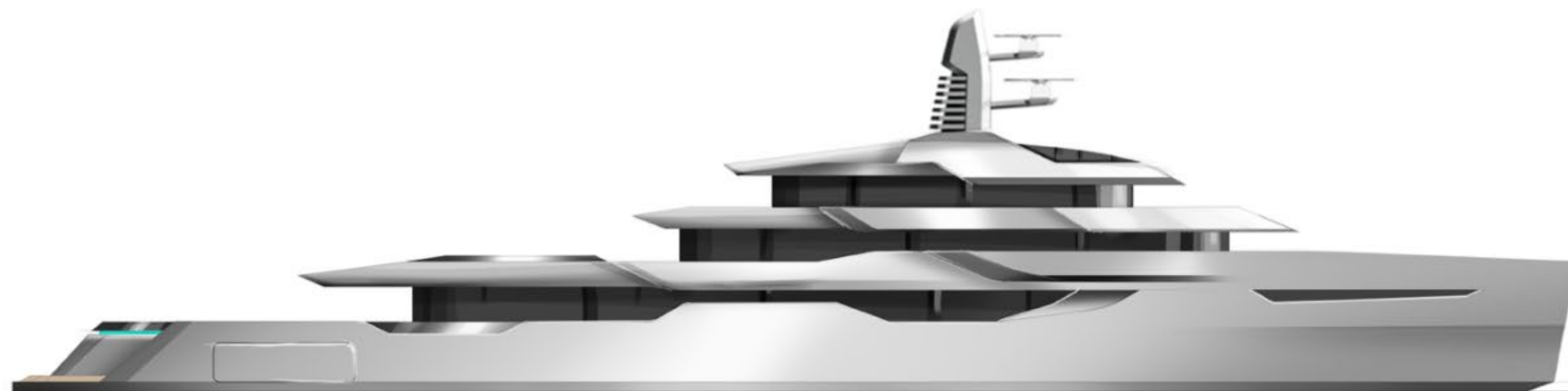
The right firm. Proven results.

BANNENBERG  
ROWELL  
DESIGN

ABOVE 65



BEYOND 80





A YACHTING FAMILY SINCE  
**1948**

# Thank you for considering Denison Yachting

We have long been a leader in the yachting industry, with a rich family history dating back to 1948 and the start of Broward Marine in Fort Lauderdale. Today, the company provides complete yachting services worldwide, from sales and charter to crew placement and new construction.

Our decades of experience provide a long-term perspective on the industry, extensive industry contacts, a full client roster, and a deep passion for yachting.

Welcome aboard,

*Bob Denison*

**President & Founder**

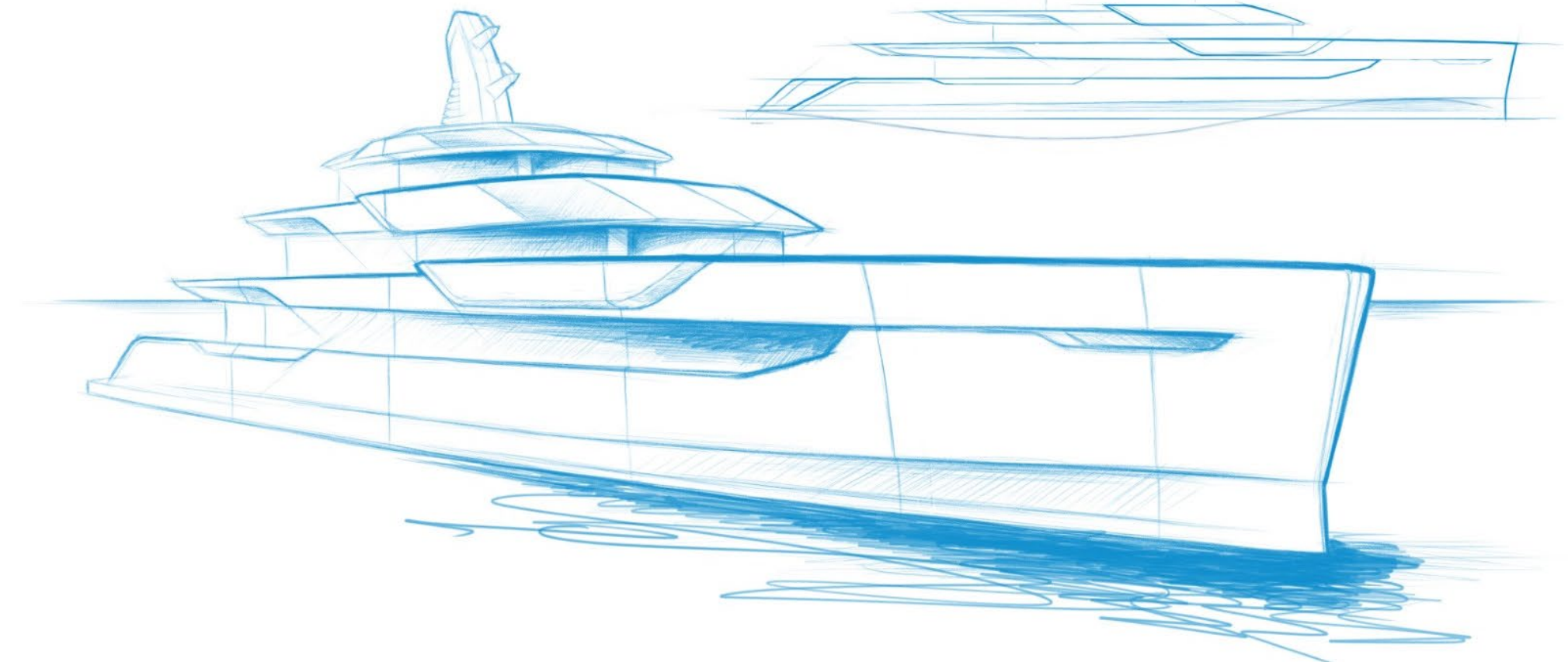
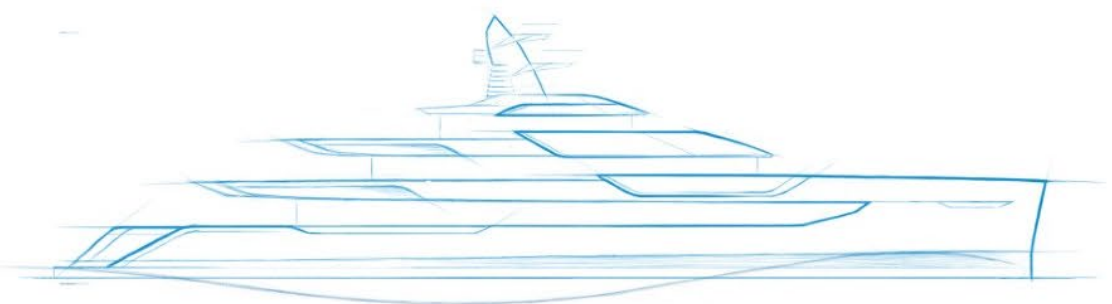
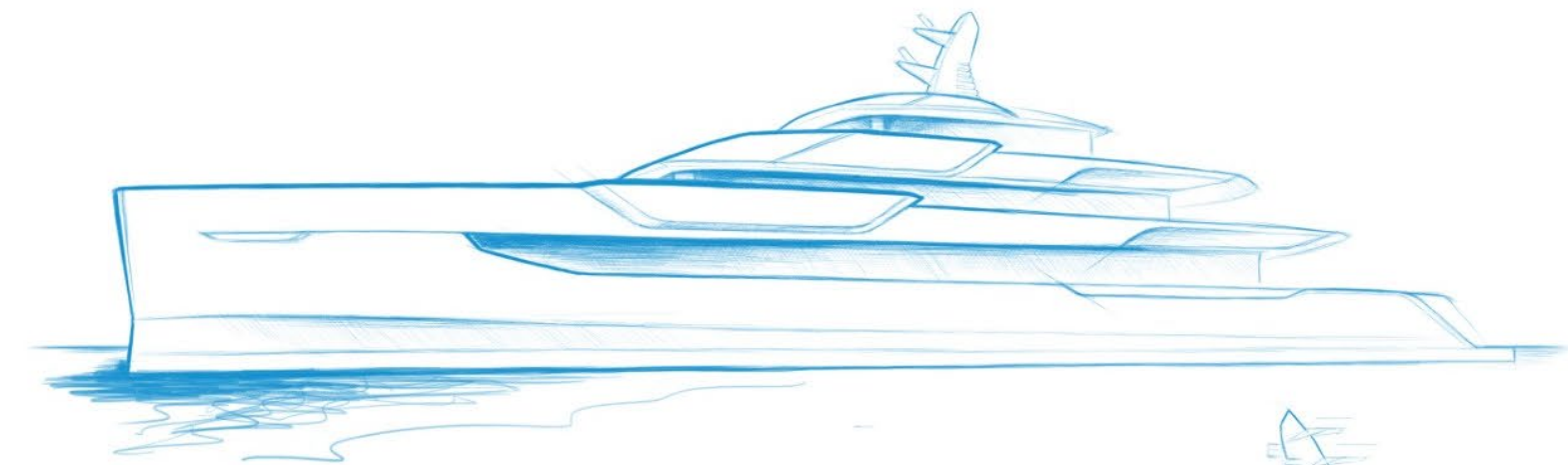
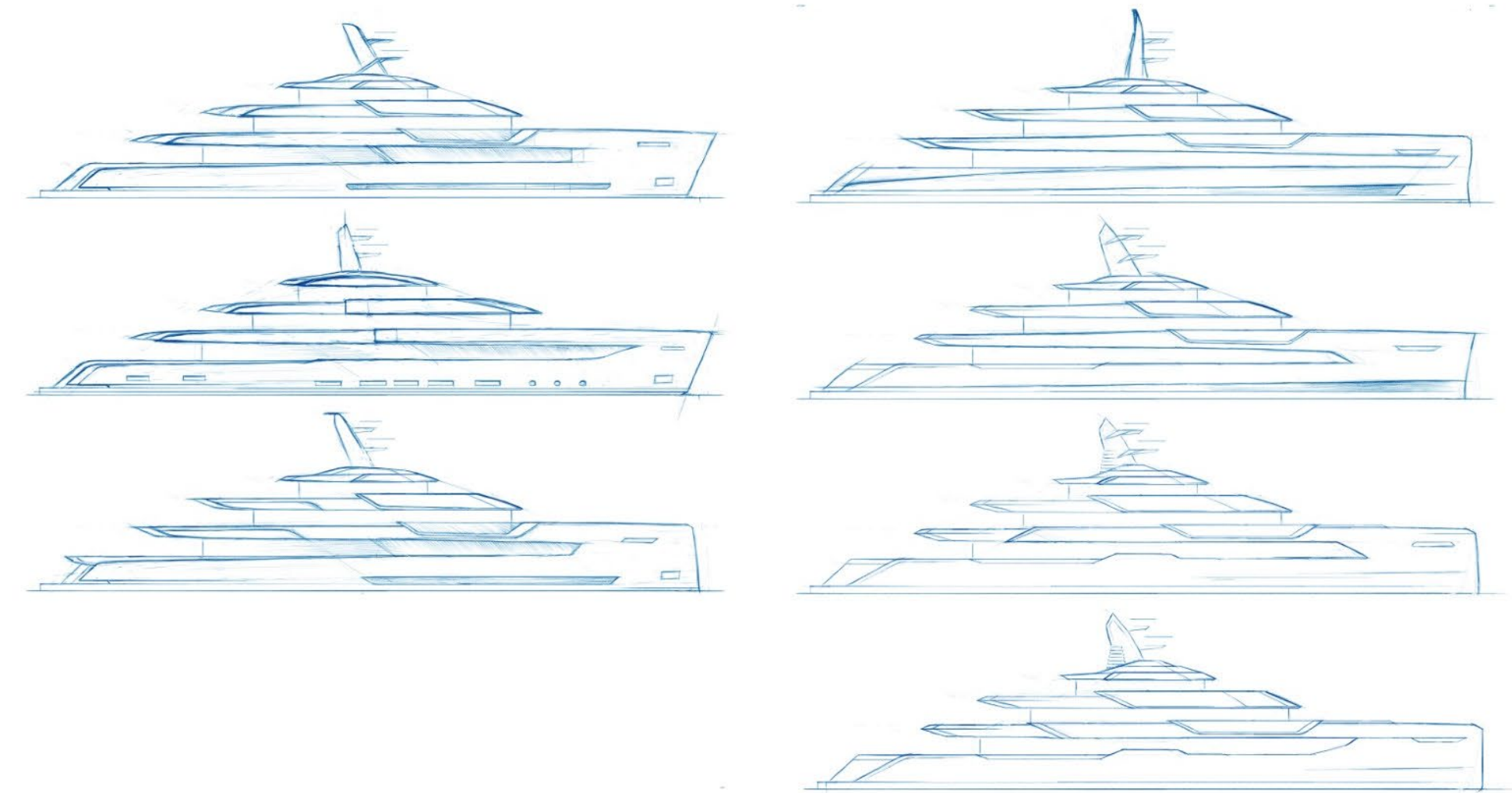


TURQUOISE YACHTS

# Above + Beyond

2 yachts will be designed for the new ABOVE +BEYOND Superyachts range. Logically the 60m design will require rigid planning and more prescriptive architecture. This will deliver both an optimised arrangement but also the seed of a signature style for the range. At its largest 85m iteration the A+B superyacht platform must be flexible and appealing to a truly bespoke owner's brief...

With this in mind we have approached the 60m platform with an initial intensive development process. Should this chime with the overall brand and delivery strategy for Turquoise Yachts, we propose delivery of an interior plan and exterior model for each model in the size range, with a progressively less prescriptive planning approach as the yacht size increases, mirroring our understanding of the various market groups for each model.





# The Above + Beyond Concept

Yachting horizons have broadened. A new or maturing owner is as likely to cruise Antarctica as the playgrounds of the Med. The environment on board should provide comfort, security and sanctuary, while inviting those dynamic landscapes inside, both physically through material, and emotionally, through vision, form and light.



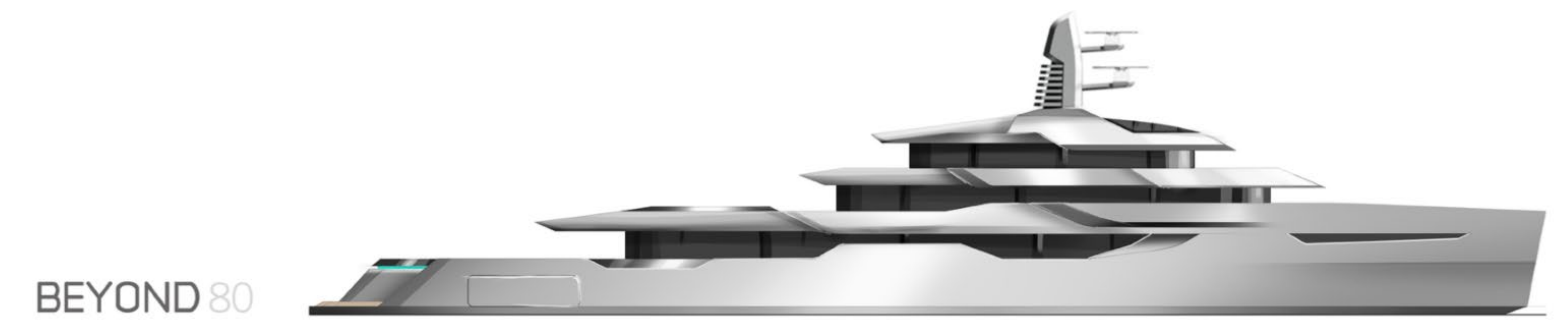
Our designs will provide synergy with the exterior environment: Natural flamed stone coupled with oiled timber finishes and elemental features and themes, such as fire, cast glass and coastal tones. Beginning with the 60m model we will:

- Develop practical options for interior living: access to the water, connected spaces, occasional reading or working areas, plenty of options for convivial dining and entertainment, small or large groups, formal and informal...
- Maximise functional utility.
- Maximise interior accommodation.
- Consider foredeck mounted tenders to optimise interior GT.
- Reference and competition yachts have prominent glass and sightline features, either graphics (Amels) or large panels (Kensho). Therefore consider panoramic features and good coordination between interior views and exterior bulwarks and sheer lines.
- Maximise use of soft boundaries to interior walls to create sightlines and improve orientation on board (long architectural views).
- Consider glass bottomed pools and decks to maximise borrowed light and create dynamic signature ambience.
- Consider maximising glass features and sightlines from the interior.
- Adaptable guest cabins, plus extra VIP/family room consideration
- Adaptable / optional wellness and beauty facilities?
- Develop a signature silhouette, including surface features and recognisable stance, as a foundation for the range.

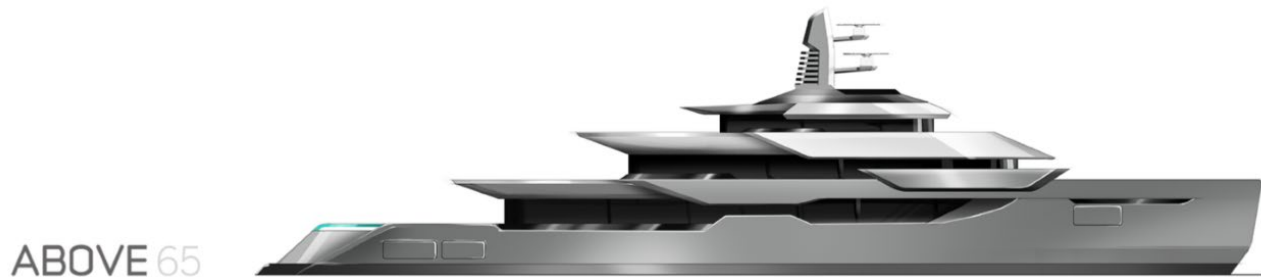


MARKETING STRATEGY

# Market Positioning



BEYOND 80



ABOVE 65

LENGTH	BUILDER	YACHT NAME	YEAR/REFIT	LISTING PRICE
299	NEORION	MOONLIGHT II	2005/2015	\$73,587,499
298	LURSSSEN	LADY LARA	2015	\$248,898,893
295	LURSSSEN	PHOENIX 2	2010/2019	\$135,217,029
295	OCEANCO	DAR	2018/2024	\$225,091,173
282	CUSTOM YACHT	PROJECT STARLIGHT	2027	PRICE ON APPLICATION
281	ABEKING & RASMUSSEN	B2	2009/2022	\$85,491,359
278	AK YACHT	VICTORIOUS	2021	\$129,860,292
274	FEADSHIP	SAVANNAH	2015	PRICE ON APPLICATION
262	YACHTLEY	ELEMENTS	2019	\$121,202,939
262	OCEANCO	Y701	2007/2019	\$86,302,986
260	SILVER YACHTS	SILVER EDGE	2026	\$75,000,000
257	ABEKING & RASMUSSEN	AMARYLLIS	2011	\$96,313,050
251	PIRIOU	YERSIN	2015	PRICE ON APPLICATION
248	FEADSHIP	PROJECT 825	2025	\$183,427,662
242	LURSSSEN	GLOBAL	2007/2024	\$85,491,359
242	AMELS	NEW SECRET	2017	\$117,956,432
240	ADMIRAL YACHTS	PLANET NINE	2018/2024	\$91,984,373
240	DELTA	LAUREL	2006/2014	\$69,500,000
238	FEADSHIP	PREDATOR	2008/2016	\$74,669,668
236	TANKOA YACHTS	CASINO ROYALE	2018/2023	\$74,669,668
231	PROTEKSAN-TURQUOISE	TALISMAN C	2011	\$59,519,300
219	HEESEN	SPARTA	2023	\$107,134,741
213	LURSSSEN	POLAR STAR	2005/2022	\$58,437,131
210	WIDER	WIDER 210	2028	\$69,258,822
209	VSY	ATOMIC	2020	\$63,000,000
206	POSSI NAVI	UTOPIA IV	2018/2022	\$47,900,000
206	DELTA	PROJECT METAVERSE	2025	\$95,000,000
206	BENETTI	ARTISAN	2019/2022	\$70,340,000
203	SARP YACHT	PROJECT NACRE	2025	
100	LEAPHER YACHTS	HORIZON	2025	
198	BAGLIETTO	T60	2026	



# Our Identity

We're a yachting family committed to exceptional care and sacrifice for our employees, brokers, and clients.

We're comprised of over 20 waterfront offices around the world, as well as a team of nearly 100 licensed and bonded yacht brokers.

### PROUD MEMBER OF

- IYBA
- NMMA
- AYCA
- MYBA
- MIA SF
- N WYBA
- YBAA
- CYBA

### OUR PARTNERS



# Our Services



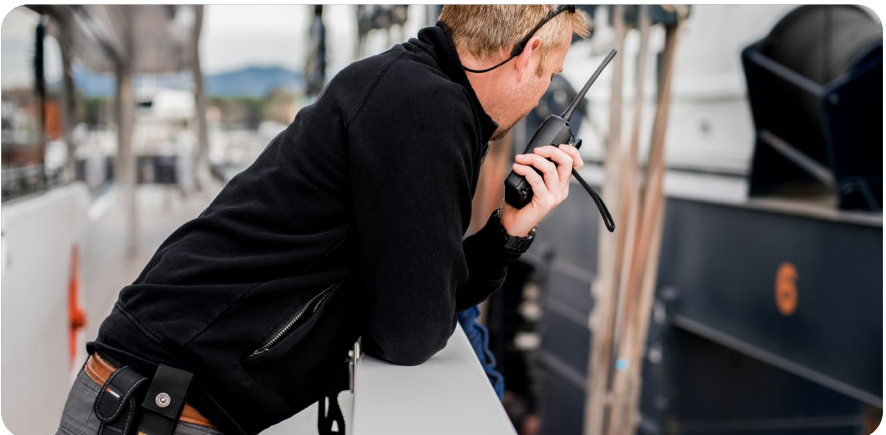
SALES



CHARTER



CHARTER MANAGEMENT



YACHT MANAGEMENT



CREW PLACEMENT



FINANCING & INSURANCE



STRATEGIC  
MARKETING  
TOOLS

01

# Smart MLS Platforming

Utilizing Multiple Listing Services (MLS) enhances your yacht's visibility among both buyers and brokers. However, solely relying on a few major websites and waiting passively for inquiries isn't an effective marketing approach. Our strategy involves subscriptions to over 35 MLS sites, including those listed below, to actively promote your yacht and generate interest.

- Boats.com
- BoatInternational.com
- BoatDealers.ca
- BoatGuest.com
- BoatTEST.com
- BoatQuest.com
- BoatTrader.com
- IBoats.com
- IYBA.org
- SuperYachtsTimes.com
- JamesEdition.com
- MarinSource.com
- MoreBoats.com
- RightBoat.com
- Superyachts.com
- YachtHarbor.com
- YachtWorld.com
- Yatco.com





STRATEGIC  
MARKETING  
TOOLS

# 02 Cutting-Edge Website

To prioritize your objectives, we create custom landing pages for your yacht, optimizing them for top search engine visibility, like Google. Each listing includes comprehensive details such as specifications, videos, photos, equipment lists, and broker contact information.

Our website is a powerful tool, catching eyes and making a significant impact. It effectively promotes your yacht to potential buyers globally, ensuring exposure and opportunities through its user-friendly interface.

## KEY FEATURES

- Yacht Shopper Tool
- Marina Search
- Price Comparison Tool
- Yacht Owner's Dashboard

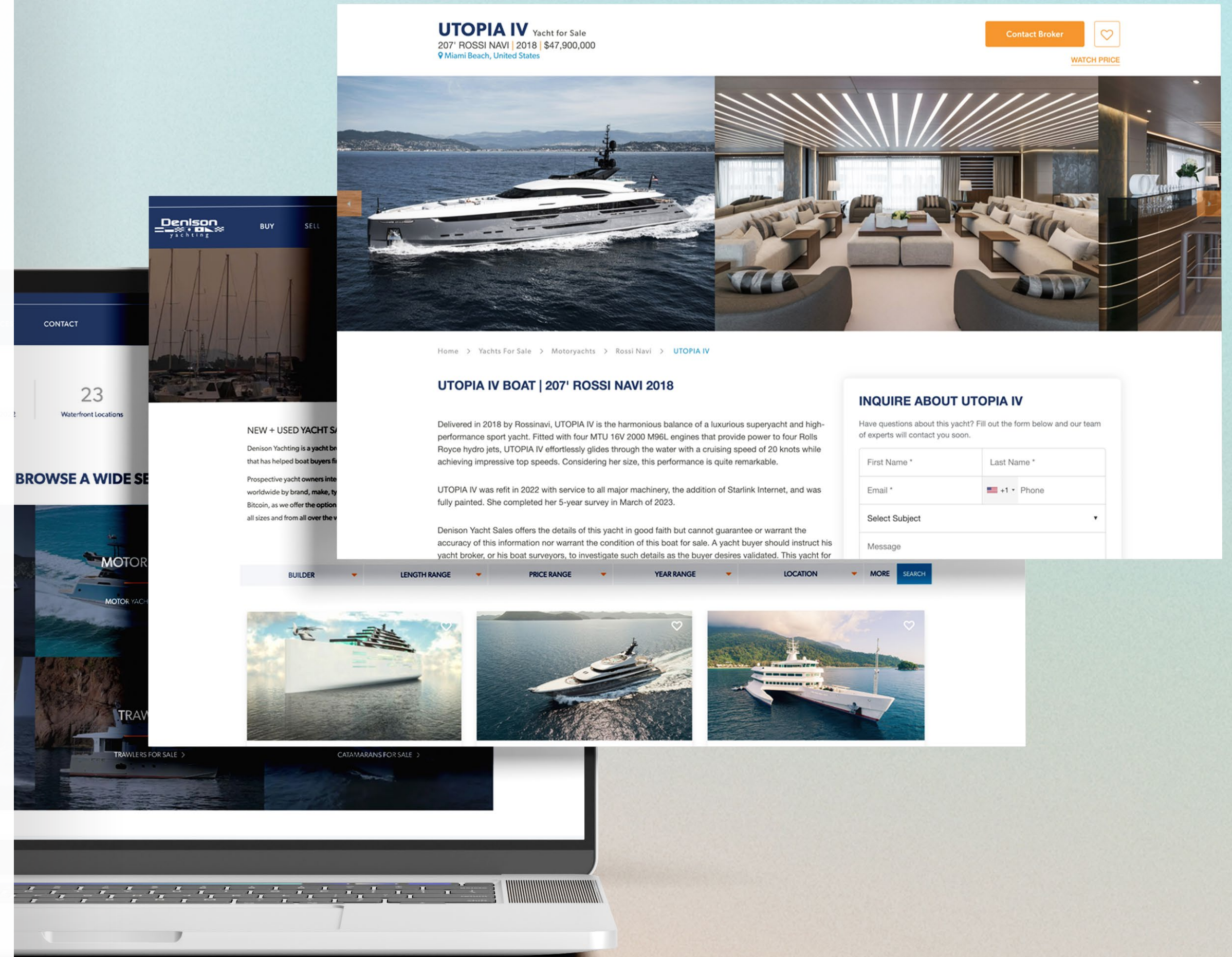
## 2023 WEBSITE STATISTICS

**3,990,487**  
Sessions

**2,902,031**  
Users

**7,669,835**  
Pageviews

Source: Google





STRATEGIC  
MARKETING  
TOOLS

# 03 Quality Print Material

FRANK, our biannual lifestyle publication, covers topics that speak to today's yachting and boating enthusiasts, ranging from yachting location-based pieces to historical and artistic stories—and beyond. Readers of FRANK magazine include sail and power yacht owners, those in the market to buy a yacht, yacht industry professionals, yachting aficionados, and so much more. Additionally, our strong partnerships with industry leaders ensure your yacht receives exposure to targeted audiences. A few publications we've advertised in include:

- Jetset Magazine
- American Luxury
- Robb Report
- Power & Motor Yacht
- Pola Magazine
- duPont REGISTRY
- New York Post
- Wall Street Journal
- Boat International





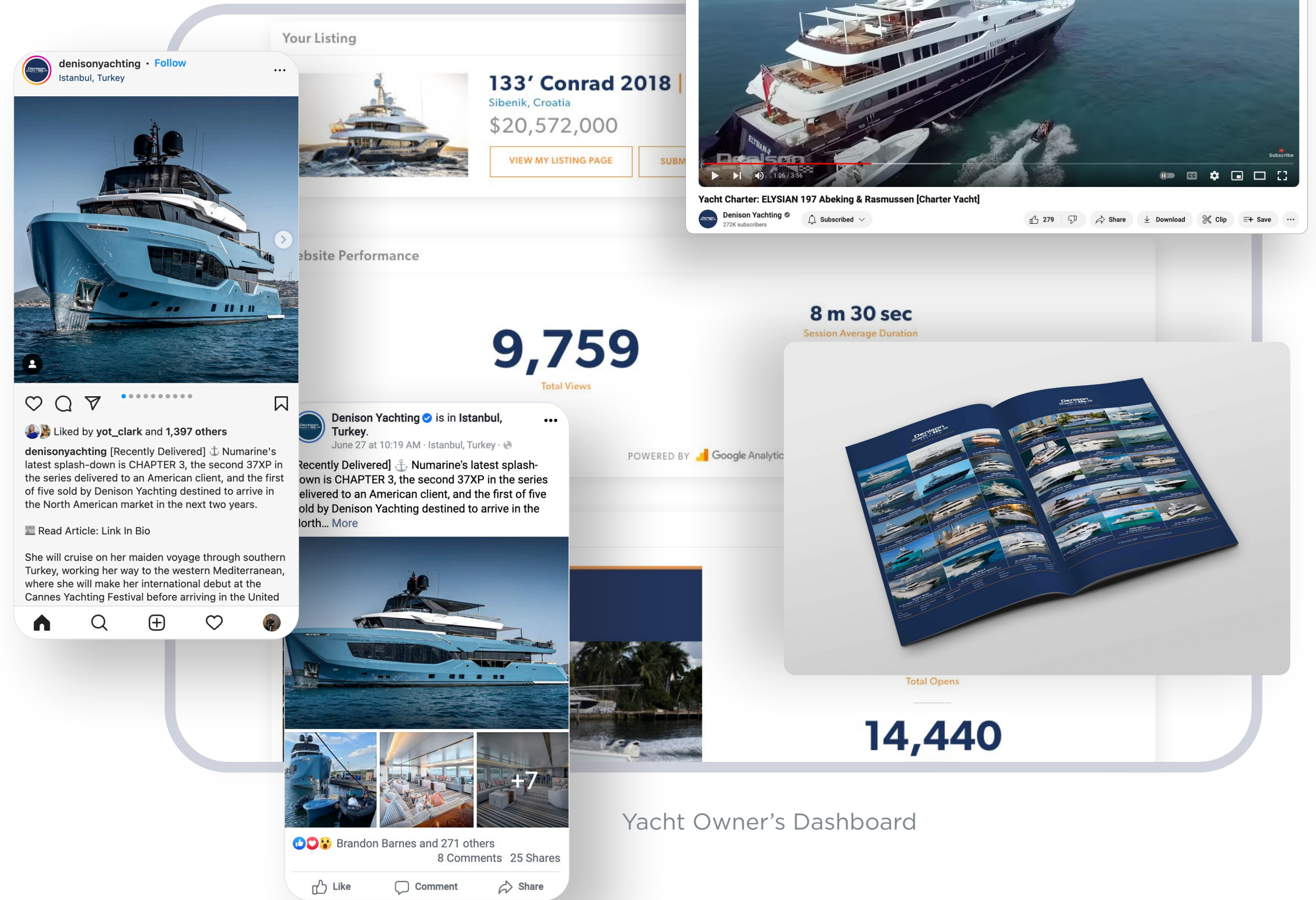
STRATEGIC  
MARKETING  
TOOLS

# 04 Real-Time Data Management

## Leveraging Modern-day Technology That Provides Transparency

As a listing client, you'll gain access to real-time marketing and listing data for your yacht. In our yacht owner's dashboard, we provide a clear window into monitoring marketing performance, including website views, email clicks, and social media engagement. Log in anytime you want to explore what our marketing team has been up to.

- Your Landing Page Views
- Facebook/Instagram (Likes, Comments, & Shares)
- YouTube Video Watch Time
- Email Campaign Opens & Clicks
- Print Magazine Ads
- All MLS Links

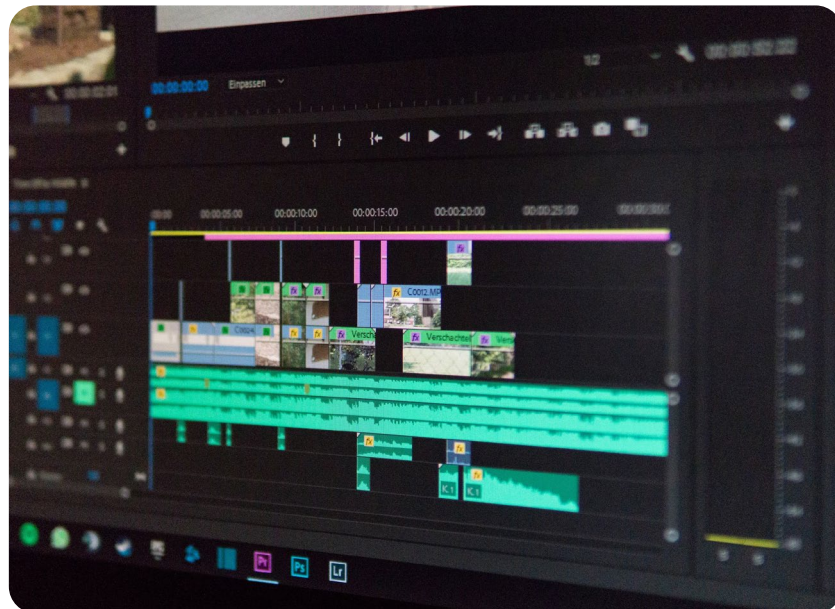




STRATEGIC  
MARKETING  
TOOLS

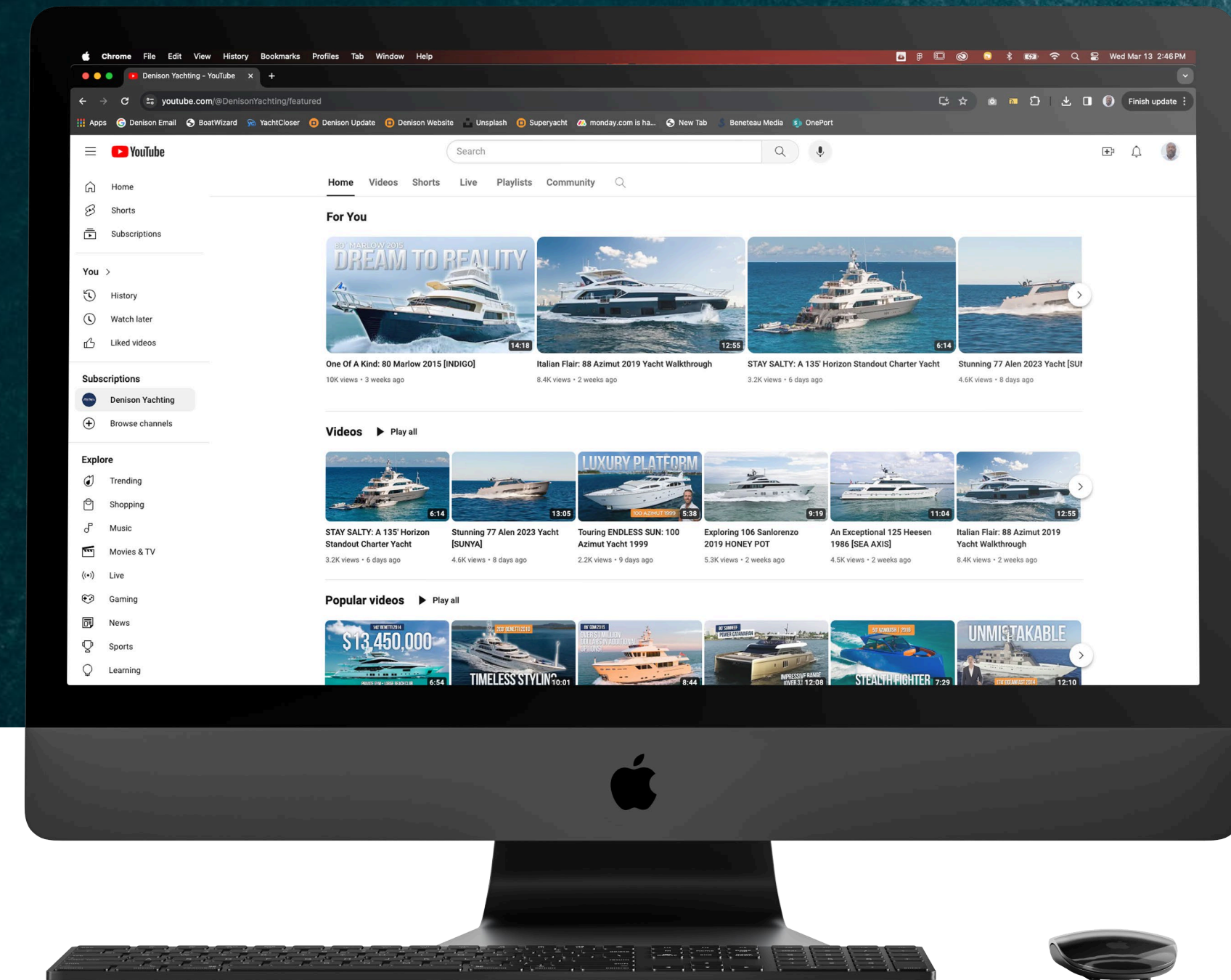
# 05 Full Media Package

Our skilled photographers and in-house videographer create visually appealing content, including drone videos for immersive virtual tours, enticing clients to explore your yacht thoroughly.



Denison Yachting

 DENISON YOUTUBE



TOTAL VIEWS  
**56,523,661**

TOTAL HOURS WATCHED  
**4,100,000**

SUBSCRIBERS  
**272,583**

Source: YouTube



STRATEGIC  
MARKETING  
TOOLS

# 06 | Effective Email Marketing

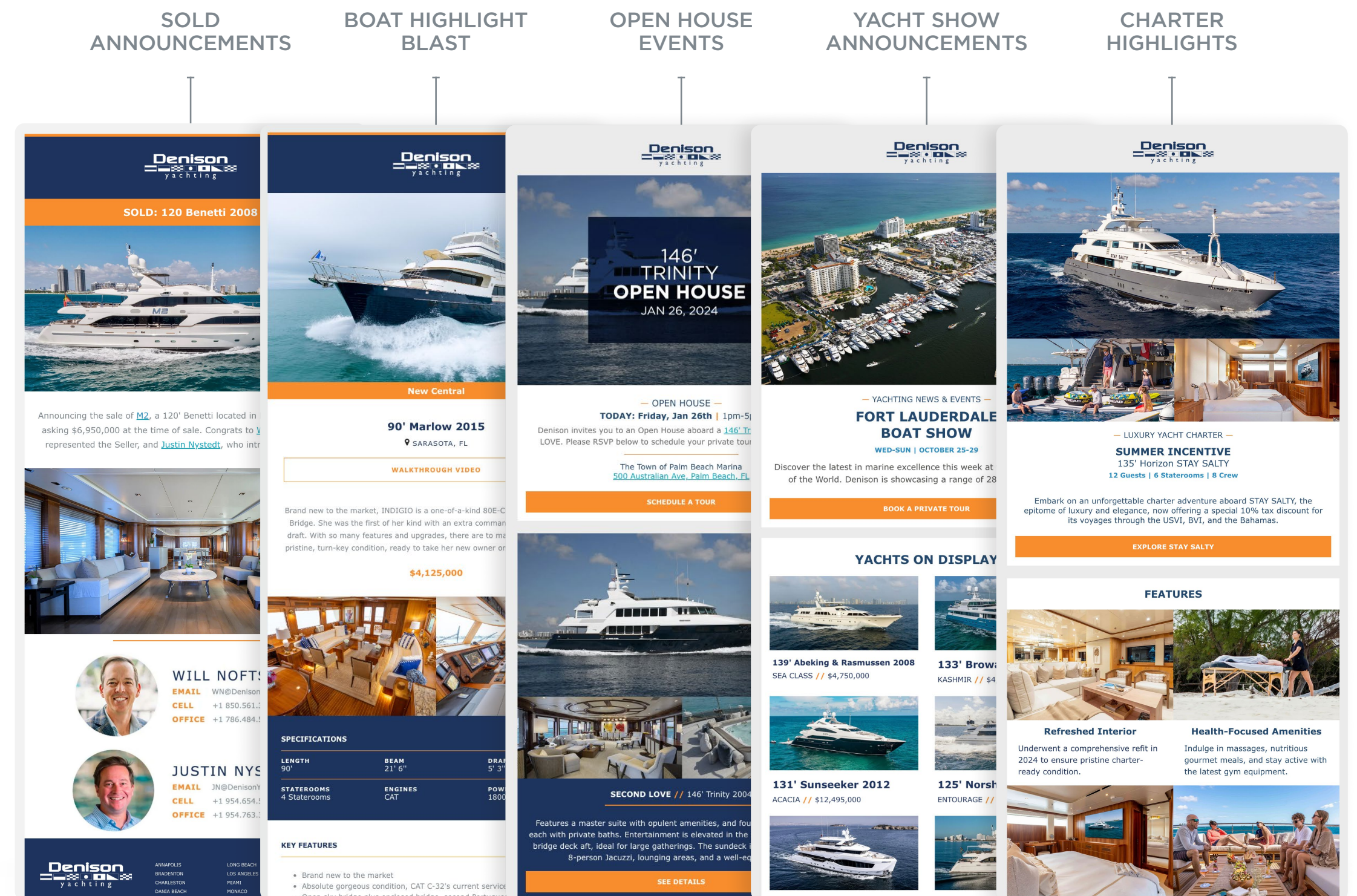
We recognize the critical role of captivating photography and concise updates in driving effective email marketing. Utilizing our monthly newsletters and broadcasts, we highlight central listings and provide timely updates to industry contacts regarding price adjustments, noteworthy upgrades, and changes in location.

With consistently high open and click-through rates that exceed industry standards, we guarantee your listing gains maximum visibility among the most relevant audience, amplifying its potential for successful engagement and sale.

## EMAIL MARKETING CONTACTS



Source: HUBSPOT



## PERFORMANCE HIGHLIGHTS

Date range 1/1/2023 to 12/31/2023

EMAILS SENT

12,709,436

CLICK-THROUGH RATE

35.43%

(8.29% Average Across Industries)

Source: HubSpot

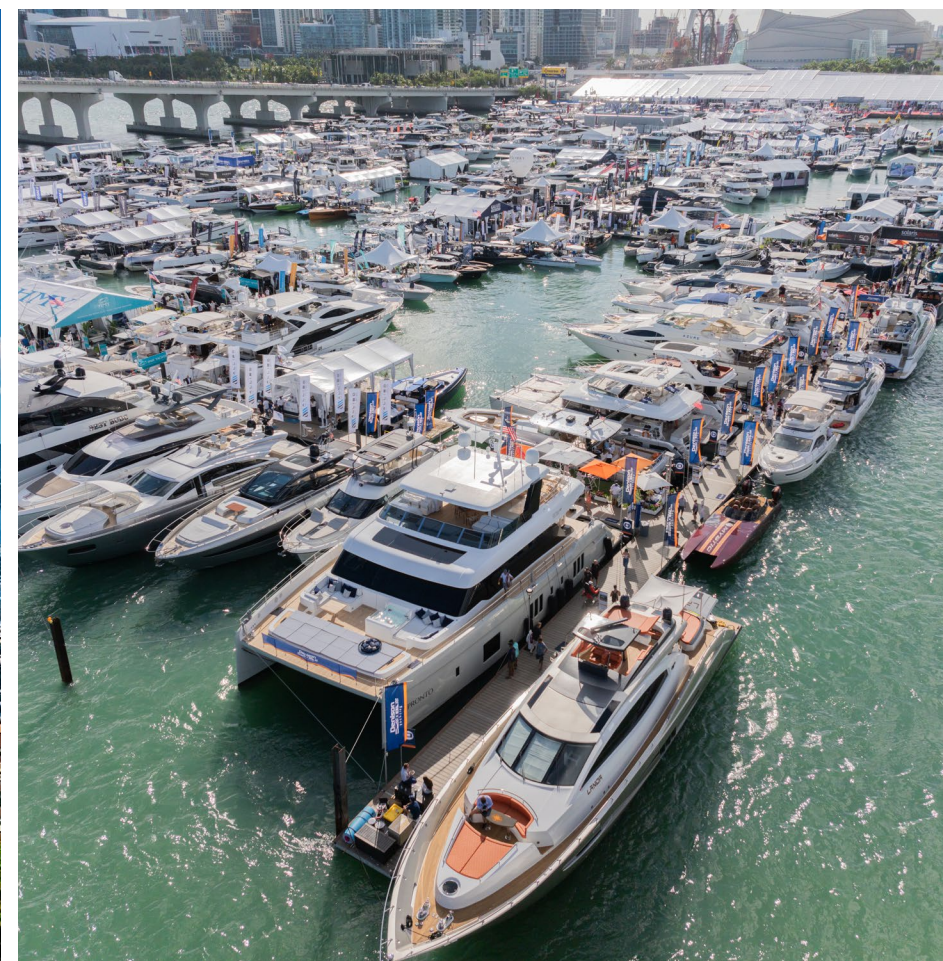


STRATEGIC  
MARKETING  
TOOLS

# 07 Boat Shows & Industry Events

At every significant yacht show, our robust presence presents an excellent chance for brokers and clients to thoroughly examine yachts on display. In 2023 Denison showcased over 174 new and brokerage boats at over 20 shows around the world, including:

- Fort Lauderdale Boat Show
- Monaco Yacht Show
- Palm Beach Boat Show
- Miami Boat Show
- Cannes Yachting Festival
- Newport Beach Boat Show
- Stuart Boat Show
- Seattle Boat Show





STRATEGIC  
MARKETING  
TOOLS

# 08 Engaging Social Media

Our social media team strategically builds our audience on Facebook, Instagram, YouTube, LinkedIn, X (formerly Twitter), and TikTok. Our commitment to social media and content marketing means that your boat will be more likely to receive attention on a wide range of platforms.



2.4x

More Posts

21.9%

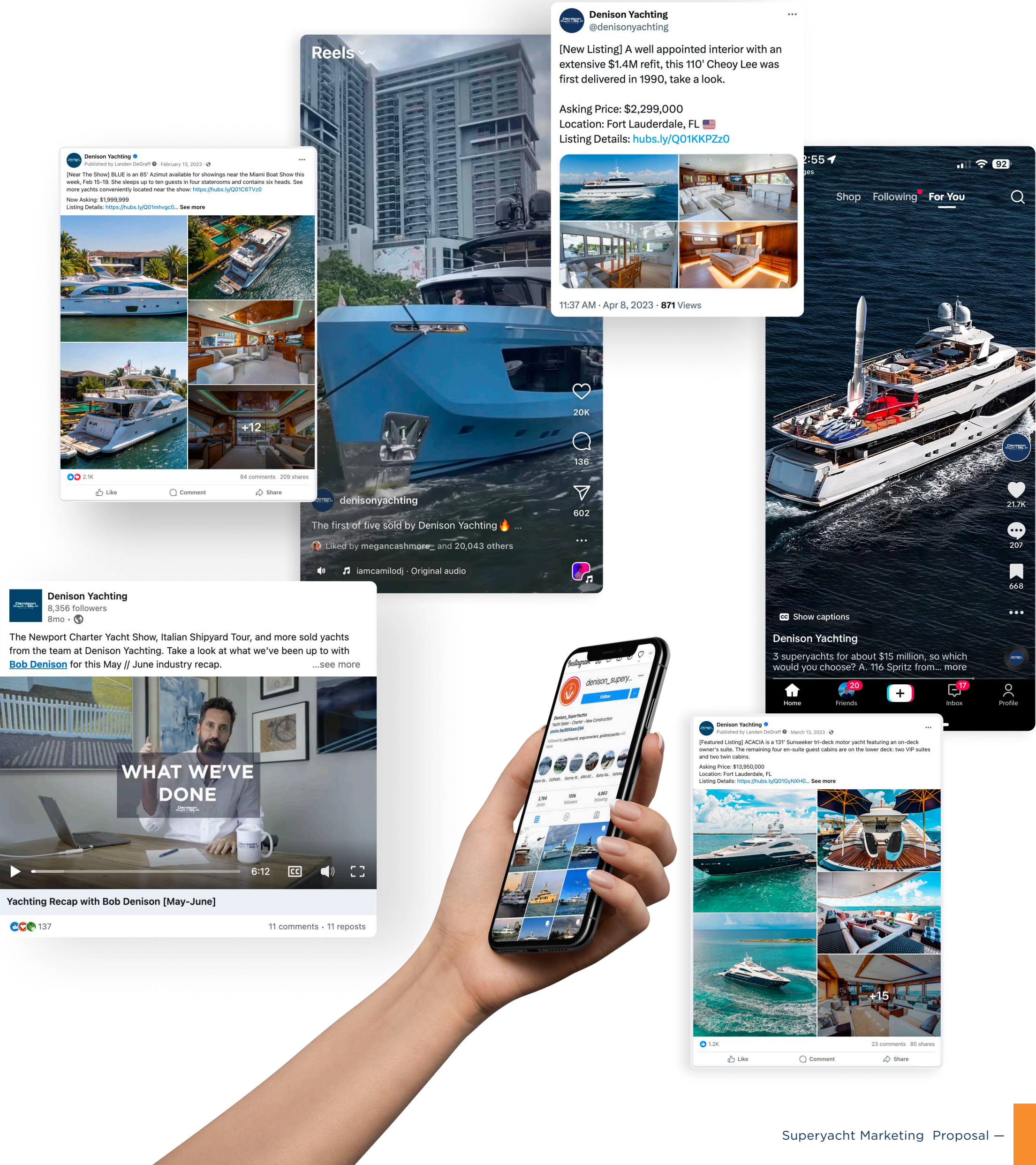
More Engagements

10.3%

Higher Audience Growth

(Compared to top 18 industry competitors)

Denison Yachting





# Performance Driven Results

5 YEAR OVERVIEW | 2019-2023

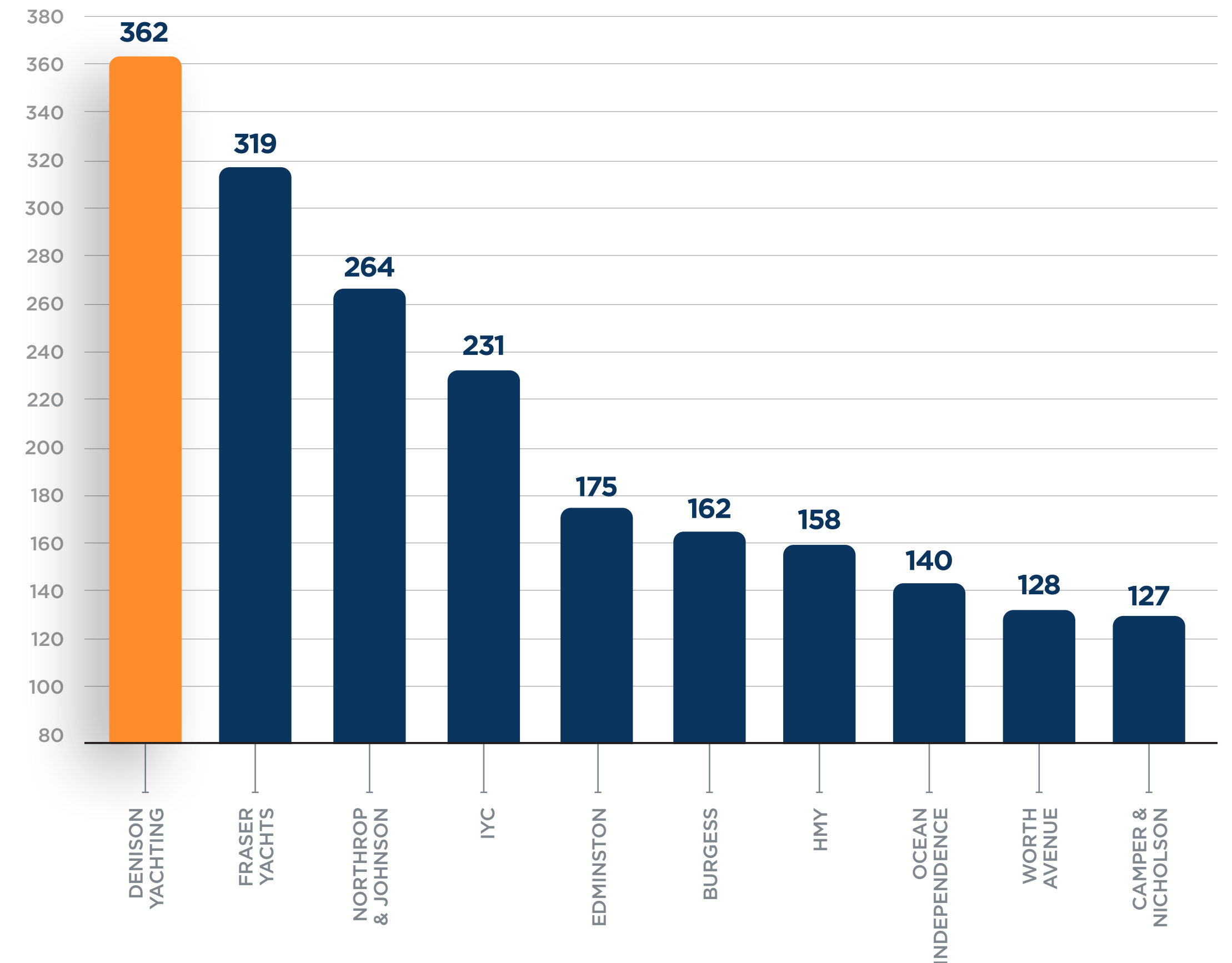
RANKED  
**NO. 1**  
FOR TOTAL SUPERYACHT  
SALES OVER 5 YEARS

**362**

BROKERAGE SALES OF  
YACHTS OVER 80 FEET

Denison Yachting

TOTAL GLOBAL BROKERAGE SALES TRANSACTIONS 79ft+



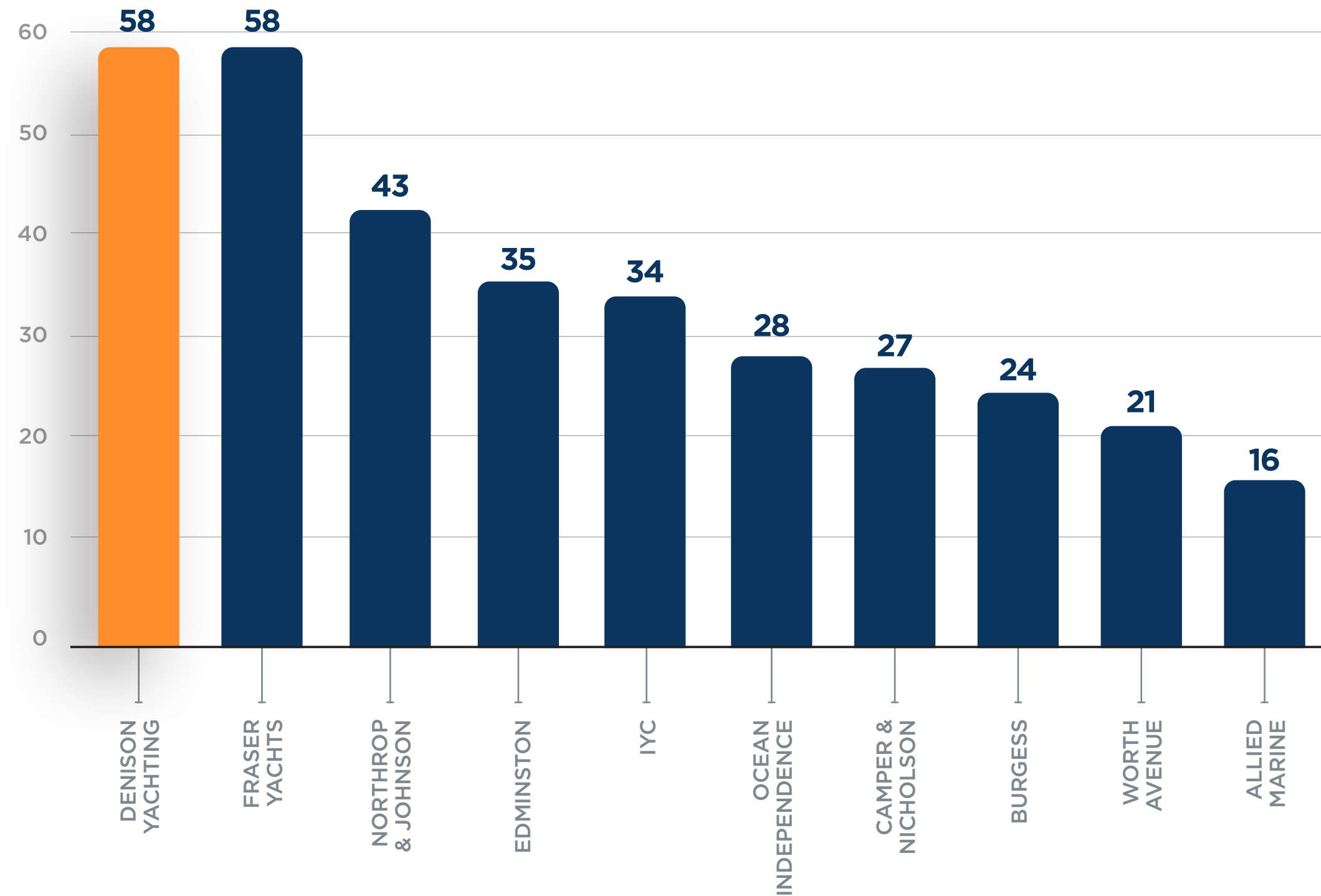
Source: BOATPro



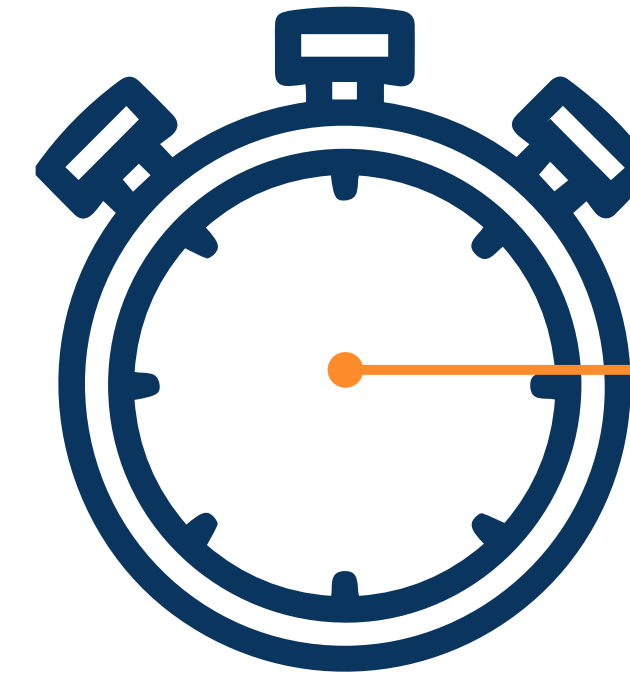
# Performance Driven Results

2023 IN FOCUS

TOTAL GLOBAL BROKERAGE SALES TRANSACTIONS 79ft+



Source: BOATPro



LISTING BROKER PERFORMANCE

**100 Days**

QUICKER THAN  
INDUSTRY AVERAGE



EUROPEAN DIVISION

**2X**

DOUBLED SALES  
REVENUE FROM 2022



YACHT MANAGEMENT FLEET

**50%**

GROWTH WITHIN  
ONE YEAR

Source: BOATPro



## EXPERTISE

# Alex G. Clarke

LICENSED & BONDED YACHT BROKER

Alex G. Clarke grew up in Darien, Connecticut, on the shores of Long Island Sound, while spending his summer months in Martha's Vineyard and Marion, Massachusetts. With a family history rich in tradition surrounding the yachting industry & America's Cup, Alex was soon to follow. After graduating from the University of Miami (Florida), Alex split his time between being a financial analyst in Fairfield County and working on a number of yachts, before dedicating himself to a full-time career in yachting.

Alex has logged countless nautical miles as yacht crew traveling extensively from Nova Scotia to South America, Mexico to Turkey, while working his way up through the ranks from deckhand to captain. After

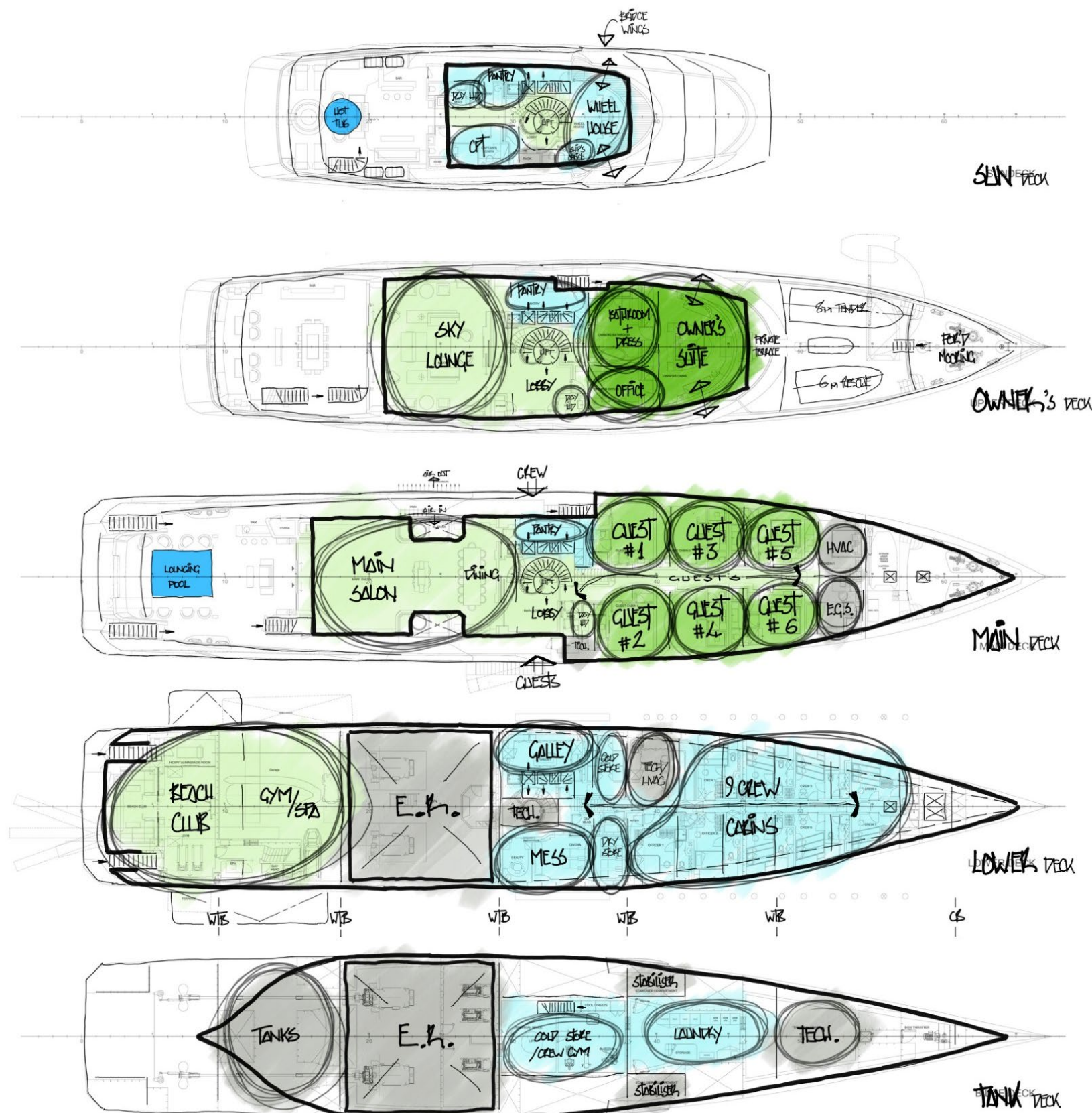
moving ashore in South Florida, he applied his knowledge to a position in yacht management at Fraser Yachts, where he was the company DPA/CSO handling crew placement issues, IMO/ISPS/ISM, and flag state/class society regulations for both their charter and management fleets, before moving over to brokerage yachts.

Alex played an important role in helping expand Denison Yachting by establishing the Denison Yachting Charter Division, the Mexico office, and the Superyacht Division within the company, with representation in Hong Kong, Monaco & the South of France. He pushed for growth in the 24m+ megayacht segment of the market and created numerous corporate partnerships throughout luxury markets.



**Email me:** [Alex@DenisonYachting.com](mailto:Alex@DenisonYachting.com)  
**Call or Text me:** +1 (203) 722-3047

# Yachts Sold



LENGTH	YARD/MODEL	YEAR	YACHT NAME	CLOSING DATE
174'	DAMEN YS5302	2024	HULL #2	FEBRUARY 2023
164'	PROTEKSAN	2011	TURQUOISE	JULY 2016
150'	PALMER JOHNSON	2007	ANDIAMO	DECEMBER 2021
150'	RICHMOND	2010	EXCELLENCE	JUNE 2021
144'	CONRAD C144S	2023	HULL #2	NOVEMBER 2021
144'	CONRAD C144S	2025	HULL #3	AUGUST 2023
142'	RICHMOND	2008	NATTITA II	JANUARY 2014
141'	CANTIERE DELLE MARCHE	2021	DEEP BLUE	APRIL 2019
138'	KINGSHIP	2012	STAR	APRIL 2017
135'	FITZROY	2008	INMOCEAN	DECEMBER 2014
130'	NUMARINE 40MXP	2025	HULL #2	FEBRUARY 2023
130'	NUMARINE 40MXP	2025	HULL #3	SEPTEMBER 2023
124'	CUSTOM LINE	2013	ARGENTO	OCTOBER 2022
121'	NUMARINE 37XP	2024	HULLS #8	DECEMBER 2022
121'	NUMARINE 37XP	2024	HULLS #7	MARCH 2022
121'	NUMARINE 37XP	2023	HULL #4	AUGUST 2021
121'	NUMARINE 37XP	2022	HULL #3	JULY 2021
121'	NUMARINE 37XP	2021	HULL #2	APRIL 2021
121'	NUMARINE 37XP	2021	CHAPTER 3	MARCH 2024
118'	TECNOMAR	2008	ONE O ONE	AUGUST 2016
115'	BENETTI	2012	CAMARINA ROYALE	FEBRUARY 2015
112'	WESTPORT	2001	SEAFARER	JANUARY 2017
112'	WESTPORT	1999	BEST TIMES	AUGUST 2019
110'	KINGSHIP	2010	CHRISTINA G	JULY 2017
110'	MANGUSTA 33 GRANSFORT	2021	DOPAMINE	DECEMBER 2023
105'	NUMARINE 32XP	2020	7 DIAMONDS	APRIL 2021
102'	DARWIN	2016	CANTIERE DELLE MARCHE	FEBRUARY 2015
102'	DARWIN	2015	CANTIERE DELLE MARCHE	DECEMBER 2013
102'	CDM DARWIN	2015	ACALA	SEPTEMBER 2020
101'	HARGRAVE	2010	CAMERON ALEXANDER	DECEMBER 2018
100'	SANLORENZO	2011	ARIA	JULY 2016
100'	MOONEN	2009	SELENE	JUNE 2017
100'	OCEAN ALEXANDER	2017	IRRESISTIBLE TOO	APRIL 2018



# Strategically Located

With many brick and mortar marina offices across the country, Denison yacht brokers are positioned to represent yachting clients personally and offer them the advantage of waterfront visibility, a trusted location for service, weekend haul-outs, and special discounts on many repair items.

## Denison Headquarters United States

1550 SE 17th Street  
Fort Lauderdale, FL 33316

(954) 763-3971

## Denison Headquarters Europe

Bloc B, 57 Rue Grimaldi  
Monaco, 98000

+377 92 00 16 10

### Annapolis, MD

ANNAPOLIS LANDING MARINA

980 Awald Road #400  
Annapolis, MD 21403

(410) 216-1182

### Destin, FL

DESTIN HARBOR

864 Highway 98 East  
Destin, FL 32541

(850) 353-7315

### Miami, FL

MIAMI BEACH MARINA

300 Alton Road #101A  
Miami Beach, FL 33139

(786) 482-5000

### Newport, RI

CHRISTIE'S LANDING

2 Christie's Landing  
Newport, RI 02840

(401) 619-1210

### San Diego, CA

SHELTER ISLAND

2353 Shelter Island Drive  
San Diego, CA 92106

(619) 822-2715

### Bradenton, FL

TWINN DOLPHIN MARINA

1000 1st Avenue W  
Bradenton, FL 34205

(941) 248-3530

### Fort Lauderdale, FL

HEADQUARTERS

1550 SE 17th Street  
Fort Lauderdale, FL 33316

(954) 763-3971

### Monaco, Monaco

LE PANORAMA

Bloc B, 57 Rue Grimaldi  
Monaco 98000

+377 92 00 16 10

### Newport Beach, CA

MARINER'S MILE

2429 W Coast Highway  
#101, Newport Beach, CA

(949) 791-4220

### San Francisco, CA

MARINA VILLAGE

1070 Marina Village Parkway  
#100, Alameda, CA 94501

(510) 981-2021

### Charleston, SC

HARBORAGE AT ASHLEY MARINA

33 Lockwood Drive #1A  
Charleston, SC 29401

(843) 576-2355

### Long Beach, CA

ALAMITOS BAY MARINA

6400 E Marina Drive  
Long Beach, CA 90803

(562) 594-9716

### Naples, FL

NAPLES BOAT CLUB

707 12th Avenue S  
Naples, FL 34102

(239) 352-5552

### Palm Beach, FL

SOVEREL HARBOUR MARINA

2401 PGA Boulevard #164  
Palm Beach Gardens, FL 33410  
(561) 253-2457

### Seattle, WA

BOATWORLD MARINA

2140 Westlake Avenue N  
Seattle, WA 98109

(206) 686-5400

### Daytona Beach, FL

HALIFAX HARBOR MARINA

125 Basin Street #105  
Daytona Beach, FL 32114

(386) 310-2979

### Los Angeles, CA

THE BOAT YARD

13555 Fiji Way  
Marina del Rey, CA 90292

(310) 821-5883

### New Jersey, NJ

LIBERTY LANDING MARINA

84 Audrey Zapp Drive  
Jersey City, NJ 07305

(212) 252-2206

### Stuart, FL

LOGGERHEAD HARBORAGE MARINA

415 NW Flagler Avenue #202  
Stuart, FL 34994

(772) 692-1001

# Thank You



**DenisonYachting.com**