



BUYING & SELLING GUIDE

- ❖ Advice on buying a second-hand vessel
- ❖ Advice on selling your vessel
- ❖ Services we can offer or assist with



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Boat Showrooms is the trading name of Shepperton Marina Ltd





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Introduction

At Boat Showrooms, we have built a long-standing reputation for delivering an honest, professional, and highly personalised brokerage service. Our commitment to integrity, attention to detail, and customer care has enabled us to establish lasting relationships with boat owners and buyers alike, many of whom return to us time and again when buying or selling their next vessel. Our client testimonials speak for themselves and reflect the high standards of service we consistently strive to achieve.

Buying or selling a boat is an important decision and, for many people, can feel like a complex and unfamiliar process. Whether you are purchasing your very first boat, upgrading to a larger vessel, or preparing to sell a much-loved craft, having the right guidance and support throughout the process is invaluable. At Boat Showrooms, we understand that every transaction is unique, and our experienced team is here to make the process as smooth, transparent, and stress-free as possible.

This complimentary Buying & Selling Guide has been created to provide a clear overview of the brokerage process and to help answer many of the questions we are commonly asked. Within these pages, you will find practical advice, useful insights, and an explanation of how we can assist you at every stage — from valuation and marketing through to negotiation, surveys, sea trials, completion, and handover.

Our aim is not only to help you achieve the best possible outcome, but also to ensure you feel informed and confident throughout the journey. Should you require any additional information or clarification at any stage, our friendly and knowledgeable team will always be happy to assist.

Boat Showrooms is proud to be a member of British Marine, the Association of Brokers and Yacht Agents (ABYA / YBDSA), and the Boat Retailers and Brokers Association. These respected industry accreditations provide our clients with the reassurance that they are dealing with a company committed to the very highest standards of professionalism, ethics, and customer service.

We look forward to helping you navigate the buying or selling process and to making your experience both enjoyable and successful.





Advice on buying a second-hand vessel

Why should I buy from a broker?

Purchasing a boat is a significant investment, and working with a professional broker can provide valuable expertise, guidance, and reassurance throughout the entire process.

Firstly, most reputable brokers are passionate and experienced boating professionals with extensive industry knowledge. They understand both the practical and technical aspects of boat ownership, as well as the complexities involved in buying and selling vessels. Their role is to make the purchasing process as straightforward, transparent, and stress-free as possible.

A broker can guide you through every stage of the transaction and provide access to a wide range of boats for sale. They are also well placed to offer impartial advice on the suitability of different types, sizes, and styles of boat based on your individual requirements, boating experience, and intended use.

An experienced broker will assist with all aspects of the purchase, including preparing the sales contract, arranging surveys and sea or river trials, and helping with matters such as moorings, insurance, finance, and technical queries. Their aim is to ensure you are fully informed and supported before making a final decision.

Importantly, brokers can also help protect purchasers by checking for any outstanding finance, liens, or claims that may be attached to the vessel. They will oversee the transfer of ownership and ensure that all necessary documentation — including the Bill of Sale and proof of title — is correctly completed and transferred from the Vendor to the Purchaser.

Ultimately, using a professional broker provides confidence, security, and peace of mind, helping to ensure a smooth and successful buying experience from start to finish.

Why do I need to pay a deposit before I have even driven the boat?

Once a purchase price has been agreed, a deposit is normally required to secure the vessel and confirm your intention to proceed with the purchase. The deposit is held safely within a designated client account and remains fully subject to the terms and conditions outlined within the sales contract.





The purpose of the deposit is to enable the boat to be withdrawn from the market and reserved on your behalf while the necessary checks and procedures are carried out. These typically include a satisfactory survey and/or sea or river trial, together with verification of the vessel's title documentation and ownership history.

Importantly, the deposit remains protected throughout this process and is refundable should any of the agreed conditions of purchase prove unsatisfactory, as detailed within the sales agreement. This system provides reassurance for both buyer and seller and helps ensure the transaction progresses in a fair, professional, and orderly manner.

Can finance be arranged for the purchase?

Yes. There are a number of well-established marine finance companies that specialise in providing finance for boat purchases. These lenders offer a range of finance products designed to suit different types of vessels, budgets, and individual circumstances.

Each finance provider may offer different terms and options, and they will be able to advise you on the most appropriate solution based on your personal requirements and financial situation.

At Boat Showrooms, we are happy to introduce purchasers to reputable marine finance specialists who can discuss the available options and guide you through the application process.

What are the annual running costs involved?

The annual running costs of boat ownership will vary depending on the size and type of vessel, as well as where and how the boat is used and kept.

Typical costs to consider include mooring or marina fees, insurance, registration and licensing, together with routine annual maintenance and servicing. Fuel consumption and other day-to-day operational expenses should also be taken into account.

At Boat Showrooms, we are always happy to provide prospective buyers with an approximate guide to the expected running costs for any vessel they are considering, helping you to make a well-informed and realistic purchasing decision.





Do I need to have a survey carried out?

A marine survey is strongly recommended when purchasing a boat and, in many cases, may also be required for insurance or finance purposes. Surveys can be undertaken for a variety of reasons, including pre-purchase inspections, insurance assessments, condition reports, damage inspections, and refit evaluations.

A qualified Marine Surveyor will provide a detailed written report outlining the overall condition of the vessel, highlighting any defects or areas of concern, advising on the urgency of repairs, and recommending appropriate remedial action where necessary. This information can be extremely valuable during the purchasing process, as it may enable you to renegotiate the purchase price, request repairs prior to completion, or, in the case of significant issues, reconsider the purchase altogether.

Professional surveyors possess extensive knowledge of boat construction, onboard systems, materials, and equipment, enabling them to carry out a thorough and impartial inspection of the vessel. For this reason, Boat Showrooms strongly recommends that all purchasers instruct a qualified and reputable Marine Surveyor to inspect their prospective purchase. A survey can provide valuable peace of mind by confirming the vessel's condition and identifying any issues that may require attention.

A comprehensive survey will typically include an assessment of the hull, structure, engines, onboard systems, and ancillary equipment. In particular, vessels that are 20 years old or older will often require a current survey before many insurance providers are willing to offer cover.

Similarly, most marine finance providers will also require a satisfactory survey report to ensure the vessel represents suitable security for lending purposes.

Whilst Boat Showrooms is unable to recommend a specific surveyor, we are happy to provide details of independent YBDSA-accredited Marine Surveyors. Accreditation through the Yacht Brokers, Designers and Surveyors Association (YBDSA) ensures that surveyors are highly experienced professionals who undertake ongoing training, adhere to a recognised Code of Practice, and maintain appropriate professional indemnity insurance.





Is a licence necessary to drive a boat?

At present, no formal licence is required to operate a private boat in UK waters. However, if you intend to use your vessel at sea, insurance providers may recommend or require evidence of basic boating competence, such as completion of a recognised training course.

For inland waterways, no formal qualification is necessary to helm the boat. Training courses such as the RYA Day Skipper Course or the Inland Waterways Helmsman Course are highly recommended, particularly for less experienced boaters.

Undertaking recognised boating training not only helps develop practical skills and confidence but also enhances safety and enjoyment on the water. Many owners find that completing a qualification allows them to gain far more from their boating experience, whilst also providing reassurance and confidence to family members, guests, and crew on board.

Advice on selling your vessel

Why should I use Boat Showrooms to sell my boat?

Selling a boat privately can often be time-consuming, stressful, and more complicated than many owners initially expect. By choosing Boat Showrooms to handle the sale of your vessel, you benefit from professional guidance, industry expertise, and comprehensive support throughout the entire process.

Our experienced brokerage team is able to manage every aspect of the sale on your behalf, helping to avoid many of the common difficulties associated with private sales, including:

- Dealing with enquiries and contact from unknown individuals
- Arranging and conducting viewings, helping to minimise timewasters
- Professionally marketing and advertising your boat across appropriate media platforms
- Assisting with finance arrangements and secure transfer of funds
- Advising on safety-related matters concerning your vessel
- Achieving the best possible market value for your boat



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- Preparing and administering Sale & Purchase Agreements
- Coordinating surveys, inspections, and sea or river trials
- Verifying and providing title documentation together with other necessary compliance and vetting procedures

At Boat Showrooms, we aim to make the selling process as smooth, secure, and straightforward as possible, whilst ensuring your boat receives maximum exposure to genuine prospective buyers. Our professional approach, combined with extensive market knowledge and customer care, helps provide both sellers and purchasers with confidence and peace of mind throughout the transaction.

How much commission will I have to pay?

Brokerage commission fees are generally calculated as a percentage of the final selling price of the vessel. Across the marine industry, the standard brokerage rate is typically 8% plus VAT.

At Boat Showrooms, however, we understand that every boat sale is unique and we always aim to offer a flexible and competitive approach wherever possible. We are happy to discuss individual circumstances and tailor our service to help achieve a smooth, efficient, and successful sale for both seller and purchaser.

What do our fees cover?

Our brokerage fee covers the comprehensive range of professional services we provide throughout the sale of your boat. This includes all associated administration, marketing, and advertising costs required to effectively present and promote your vessel to prospective purchasers.

In addition, our service includes managing enquiries and negotiations, preparing and overseeing the necessary sales documentation, assisting with the transfer of title and ownership, and coordinating the completion process through to final handover of the vessel to the purchaser on the seller's behalf.



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Our aim is to provide a complete, professional brokerage service that ensures the sale progresses smoothly, efficiently, and with minimal stress for the owner.

How do you market brokerage boats?

At Boat Showrooms, we believe that effective presentation and targeted marketing are essential to achieving a successful sale. To ensure your vessel receives maximum exposure, we provide a comprehensive and professional marketing service tailored to the boat brokerage market.

Initially, we will prepare detailed sales particulars for your boat, including high-quality colour photographs, a full specification, and a professionally written description highlighting the vessel's key features and benefits. Once approved by you, these particulars are circulated to relevant customers within our database, together with prospective purchasers actively seeking similar vessels.

Your boat will be prominently advertised across our own extensive website, as well as on leading national and international boat sales platforms, including Yachtworld, Boatshop24, Rightboat, and Apollo Duck, ensuring exposure to both UK and overseas buyers.

In addition, details of brokerage boats are promoted through selected national and regional boat shows, displayed across all Boat Showrooms offices, and regularly circulated to prospective purchasers through our ongoing marketing campaigns. With our sales offices open seven days a week, our experienced brokerage team is available to respond promptly to enquiries and arrange accompanied viewings of your vessel whenever required.

This proactive and multi-channel approach ensures your boat benefits from the widest possible audience and the best opportunity of achieving a successful sale at the optimum market value.

How can you get the best price for my boat?

First impressions are extremely important when selling a boat, and careful presentation can make a significant difference to both buyer interest and the final selling price achieved. As the owner, there are several ways you can help maximise your boat's appeal to prospective purchasers.



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Where possible, we recommend bringing your vessel to our dedicated brokerage facilities at Shepperton Marina. Displaying your boat within our professional sales environment allows us to present her to the very best advantage and increases visibility to potential buyers visiting our offices.

To assist us in marketing your boat effectively, we ask that you complete our Brokerage Agreement Form in full and provide as much supporting information as possible. This may include service history, specifications, photographs, manuals, receipts, and any additional documentation relating to the vessel. We also request a complete set of keys, which will be securely retained and used only by authorised members of our staff.

Presentation is key, and we strongly encourage owners to ensure their boat is clean, tidy, and well prepared prior to viewings. A well-presented vessel will always create a stronger impression and stand out positively against comparable boats on the market. If required, professional cleaning and valeting services can be arranged on your behalf.

Our experienced brokerage team may also recommend carrying out minor cosmetic or maintenance improvements to further enhance the boat's appeal and help achieve the strongest possible market value. This could include professional valeting, antifouling, polishing, or attending to small repairs and maintenance items. Addressing these details in advance can help minimise speculative offers and increase buyer confidence.

Ultimately, a clean, well-maintained, and professionally presented boat will always attract greater interest and place you in the best possible position to achieve a successful sale at the optimum price.

Can you arrange the survey?

Whilst Boat Showrooms is unable to ethically recommend a specific Marine Surveyor to a purchaser, we are happy to provide details of independent YBDSA-accredited surveyors for consideration.

We can also assist by liaising between the purchaser, surveyor, marina, and vendor to help coordinate the survey arrangements and ensure the process runs as smoothly and efficiently as possible, with minimal inconvenience to all parties involved.



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Can you organise the sea/river trial?

Yes. Our experienced brokerage team can coordinate all aspects of the sea or river trial on your behalf, ensuring the process is handled professionally and efficiently from start to finish.

Many of our personnel hold recognised RYA qualifications and have extensive practical boating experience, providing reassurance that the vessel will be demonstrated safely, competently, and to its full potential. By allowing Boat Showrooms to manage the arrangements, owners can avoid the time and inconvenience involved whilst ensuring prospective purchasers receive a professional and informative demonstration of the boat.

Who pays for sales moorings?

Please note that brokerage commission fees do not include the cost of mooring the vessel during the sales period. However, Boat Showrooms is pleased to offer vendors a discretionary concessionary berthing rate, which is payable quarterly in advance.

Any unused portion of the berthing fees will be refunded from the date of completion and handover once the boat has been successfully sold. This arrangement allows your vessel to remain securely berthed within our sales location, ensuring it is readily available for viewings and presentation to prospective purchasers.

Services we can provide

Effective Brokerage Service

Whether you are buying or selling, Boat Showrooms offers a highly professional and effective brokerage service built upon experience, industry knowledge, and exceptional customer care. We are committed to delivering the highest standards of service and achieving the best possible results for our clients and their vessels.

Insurance

We can introduce you to leading marine insurance specialists who will carefully assess your individual requirements and provide guidance on the most suitable insurance policy for your



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vessel and intended use. Their expertise ensures you receive comprehensive and appropriate cover with complete peace of mind.

Marine Finance Packages

Boat Showrooms is proud to maintain long-standing relationships with established marine finance providers. These specialist lenders can offer expert advice on a range of marine finance packages tailored to suit different types of craft, ownership periods, and personal circumstances. Please visit our website or speak with one of our experienced brokers for further information.

Boat Handling & Tuition

For owners seeking additional confidence or formal training, we can introduce you to reputable training providers offering recognised RYA courses and tuition. Whether you require assistance familiarising yourself with a newly purchased vessel or would like a comprehensive handover following the purchase of a brokerage boat, we will be pleased to help arrange the appropriate support.

Surveys & Repairs

We can provide contact details for independent YBDSA-accredited Marine Surveyors who can offer professional advice and inspection services for both buyers and sellers. In addition, we can assist with access to on-site maintenance, servicing, and repair facilities to help ensure your vessel remains in excellent condition. Please contact us to discuss your individual requirements.

Craft Registration

Boat ownership often involves a variety of important administrative procedures and documentation. Our experienced team can assist and guide you through the registration process, whether applying for MCA Part III registration or a full Part I registration, including



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arranging tonnage surveys where required. Our aim is to make the process as straightforward and stress-free as possible.

Secure Moorings & Berths

Why not make Shepperton Marina your boat's permanent home? We offer secure and attractive moorings within our award-winning Five Gold Anchor marina, providing an exceptional environment and convenient facilities for boat owners. Please contact us for further information regarding berth availability and our stunning riverside location.

Contact Details

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