



**First Peninsula Commercial**

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## **B U S I N E S S   P R O F I L E**

**Business Name:** BALTIC YACHT BROKERAGE

**Business Ref:** Ref: FPM67502

**Business Type:** Yacht & Powerboat Brokerage Sales

**Business Location:** Baltic Wharf, St Peter's Quay, Totnes, Devon, TQ9 5EW

**Website Address:** [www.byb.uk.com](http://www.byb.uk.com)

**Business Established:** 2000 (Under current ownership since 2002)

**Asking Price:** £30,000 (Offers Invited)

### **Opportunity & Location Overview**

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This sale represents an opportunity to purchase an established independent yacht and powerboat brokerage sales marine business on a confidential transfer basis.

A completely furnished and functioning turnkey operation, all of the hard assets of the business are included and comprise of a Lease for the sales office, all furniture, fixtures and fittings, point-of-sale displays, a computer system and associated IT equipment as specified (inventory available upon request), along with all current brokerage listings, intellectual property including database, knowledge library, website, working processes and goodwill.

The ideal purchaser for this business will be a hands-on marine industry insider looking for a scalable business venture or a boating enthusiast, possibly semi retired or seeking a true lifestyle business with flexible hours, looking for a re-training opportunity and lifestyle change, possibly involving a move to the area. Either way, the successful purchaser would need to have a love of boats and the marine environment, some practical skills are necessary as is enjoying spending time with customers.

Knowledge of the leisure marine sector would be a distinct advantage although not essential. This sale may also be of interest to an existing marine related concern expanding its existing services or seeking a presence in the area.

Lots of upward potential, expressions of interest are invited with an asset sale (transfer of goodwill) guide price of £30,000.

## **Business Synopsis**

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First established in 2000 Baltic Yacht Brokerage is situated in Baltic Wharf a working boatyard facility located at the head of the River Dart in Totnes in the South Hams, South Devon.

The business enjoys a local and regional profile resulting from targeted local advertising and marketing in the national sailing press i.e. currently in the widely circulated 'All at Sea' publication. Brokerage listings are also advertised on the internet on sites such as yachtworld.com and boatshop24.

With a database of active purchasers and past customers, services have been expanded to accommodate the needs of general boat owners in the area not only brokerage clients and includes commissioning, repairs, warranty, after sales support and yacht management services offered by known marine tradesman and full yacht delivery services by recommended skippers and crew.

The business is relatively straight forward to operate and is easily administered with a computer system controlling work in progress, invoicing and an active customer database. Circa 80% of business results directly from boatyard activities i.e. winter storage. By actively seeking to convert private sales, co-brokering and advertising for listings account for the balance of trade.

A relatively high level of customer interface is involved, visiting boats, taking photographs and writing specifications in order to obtain listings and day to day communications via the telephone, email and paperwork to deal with brokerage enquiries and transaction processes.

## **Current Operating Format**

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Baltic Yacht Brokerage is operated by the current owner on a full time / as required basis.

## **Trading Hours**

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Operating all year round Monday to Saturday -10am to 5pm (12noon on Saturday)

## **Property Particulars**

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The brokerage office is very nicely situated for its commercial purposes benefitting from a prominent position near the entrance to the boatyard close to the main Baltic Wharf operations office. The accommodation is currently secured on a 5 year licence with a new commercial lease being available.

**Property Type:** Sales office & separate store / communal kitchen & WC

**Tenure:** Commercial Lease

**Annual Rent:** Available upon request

**Business Rates:** All inclusive in above

## Image Gallery



## **Financial Summary**

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Financial trading information regarding the business including turnover and profitability will be provided to interested parties upon completion of registration and confidentiality agreements and inspection of the premises by arrangement. Please contact First Peninsula Commercial for further details.

## **Market potential**

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Pleasure boating is a huge and growing industry and the yachting sector in particular has experienced significant growth over recent times

This is a genuine opportunity to acquire the goodwill, intellectual property, knowledge base and assets of an established local boat brokerage either as a standalone operation or equally this could be a strategic purchase by an existing trade related business.

There is plenty of scope for further development of the business including employing staff, joining trade associations and sales networks, widening the existing territory focus or expansion of the services range.

Baltic Yacht Brokerage has established itself as a well regarded supplier in its local market; this opportunity therefore clearly provides a strong platform from which a new owner can develop the business further.

## **Reason for Sale**

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The business is now offered for sale as a going concern as the owner wishes to pursue other interests. Full support and knowledge transfer will be provided in order to aid a smooth and successful transition of ownership.

## **Viewing Instructions**

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This opportunity is offered for sale by First Peninsula Commercial and no direct approach may be made to view the business. For an appointment or for further information please telephone 01548 854455 or email [office@firstpeninsula.co.uk](mailto:office@firstpeninsula.co.uk)

### **DISCLAIMER STATEMENT**

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