



Press Release

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Boat Sales Qualification Will Strengthen Industry Best Practice and Boost Consumer Confidence

A new boat sales qualification introduced by the Boat Retailers and Brokers Association (BRBA) and the Association of Brokers and Yacht Agents (ABYA) has been designed to promote best practice in the industry.

The qualification, supported by the British Marine Federation, was formally launched on the Yacht Brokers Village stand at the PSP Southampton Boat Show and will ensure the highest standards in the sale of new and second-hand boats.

Amongst the requirements, candidates must complete four mandatory units. These are: listing a boat for sale, establishing and satisfying customer requirements, negotiating and closing the sale, and completing the sale and handover of the boat.

In addition, candidates will also need to have at least 12 months experience as a broker or boat retailer, and have an RYA or equivalent certificate for boat handling for the specific type of boat they are selling.

Dominic Smulders, Chairman of BRBA, comments: "The ABYA/BRBA Boat Sales qualification will formally recognise the competence and experience of boat sellers in the UK. We're confident that our members will benefit from the introduction of this qualification and are committed to enhancing the professionalism of our industry."

Christian Moore, Chairman of ABYA, added: “We’re pleased to introduce this qualification, which will give consumers confidence and security when purchasing a boat, either new or second-hand. ABYA is aware that purchasing a boat can be a challenging experience and we hope this qualification will help consumers feel at ease when buying their next boat.”

Six brokers were awarded the ABYA/BRBA Boat Sales Qualification:

Dominic Smulders – Bray Marine Sales; Christian Moore – Moore Yachts Ltd; Frederick Keats – Ancasta International Boat Shows Ltd; Mark Ellyatt – Williams & Smithells Ltd; Andy Cunningham – Michael Schmidt & Partner; Neil Chapman - Boatshed

ENDS

Notes to editors:

1. The Boat Retailers and Brokers Association is an association of the British Marine Federation (BMF). The BMF has almost 1,500 members representing an industry employing more than 35,000 people in the UK. Members are drawn from both the seagoing and inland sectors of the marine industry covering the leisure boat, hire fleet, commercial workboat and superyacht categories and supporting services. For more information about the work of the BMF and how to join, please visit the website at www.britishmarine.co.uk
2. Members of the Association of Yacht Brokers and Yacht Agents are experienced professionals in boat buying and boat sales. ABYA is a professional organisation with over 150 members in the UK and abroad. Boat Dealers and Yacht Agents specialise in new and second-hand boats from day boats to superyachts, all experienced in boat sales within the marine industry – many have attended the intensive, industry-leading ABYA Practical Yacht Brokerage course, and members are required to keep their skills and knowledge up to date with Continuous Professional Development (CPD). www.abya.co.uk