

Sell Your Boat.ca

Sales Tips

Price

Think carefully about the price you ask for your boat. Check around to see what comparable boats are advertised for, or better yet what recent sales have been. Pricing your boat too high can scare off potential buyers, while pricing it too low can lead you to leave money on the table.

If you are unsure of your asking price, retain the services of a professional marine surveyor with fishing industry experience to do an evaluation for you. This way you can demonstrate to a potential buyer that your price has a sound basis, and reflects the current condition of your boat and its equipment.

If you decide to change your asking price while your boat is advertised with us, just contact us with the information and we will make the change for you at no cost.

Clean Your Boat

A tidy boat is easier to show and sell than a dirty or cluttered one. While painting the bilge white may be going a little overboard, a coat of paint and a thorough cleaning will make your boat as attractive as possible to prospects.

Use Free Advertising

While we advertise on the internet and in the local trade magazines, there are sources of free advertising that should not be overlooked. Displaying our signs in a highly visible location on your boat is the first step. Use the other signs we provide to advertise your boat in other locations such as dock bulletin boards, community notice boards, or places where potential buyers may see them.

Word of mouth is another great tool in the fishing business; there are no secrets in our industry and word spreads fast.

Use any free sources of advertising you know of. Some community papers have free classifieds, or buy and sell sections. While not intending to plug the Buy, Sell and Trade or similar papers, it is surprising how many people read their contents regularly.

These efforts take but a little of your time and cost nothing. While the primary advertising vehicles are the main source of client contacts, you never know how a prospective buyer may learn about your boat.

Represent Your Boat Honestly

Do not try to mislead a prospect about any defects your boat may have. A buyer will appreciate the honesty, and in any case will likely learn the truth when they have a survey done. This can lead to more difficult negotiations if it appears you have been hiding known problems.

If you are unsure about the condition of any part of your boat or its equipment, hire a surveyor to assess its condition or a mechanic to check the engine and/or gear. This way there will be no surprises when a buyer does their due diligence, and you can show that the cost of any necessary repairs is already reflected in your asking price.

Retain a Lawyer

Most vendors retain a lawyer to handle the paper work and disbursement of funds from the sale of a boat, and we recommend that our clients do the same. Given the amount of money involved this is a prudent approach; retaining a lawyer to ensure the sale and paperwork is done correctly is an essential safeguard.