



BRADFORD MARINE YACHT SALES

A Legacy of Excellence: Innovative, Professional

STORY **Michael H. Bartlett** | PHOTOS **Bradford Marine**

In today's fast-paced world, time is one of our most valued assets. Recognizing this, Bradford Marine has transformed itself to maximize their clients' time by combining their original ship repair yard with complete sales, charter and yacht management services. This innovative concept combines almost all aspects of yacht ownership under one roof, making the most efficient use of time for today's busy yacht owners, captains and crew.

Bradford Marine builds on its location and reputation as one of the premiere yacht repair facilities in South Florida by bringing a fleet of select yachts for sale together under one roof, literally and figuratively, at their undercover Yacht Showroom in Fort Lauderdale. The Bradford Marine Yacht Showroom is unique, with more than 50 yachts available for sale in one location. "We wanted to take brokerage a step further and with our listings docked at our service facility, we could chart a new course by combining sales and charter with additional quality services," said Paul Engle, President of Bradford Marine.





Bradford Marine, with six service locations in Fort Lauderdale and in the Bahamas, has earned a reputation for excellence in service and sales since its founding in 1966. By including yacht sales at its main service facility, Bradford Marine Yacht

“Creating value for yacht owners means maximizing the availability of quality services while minimizing the amount of time they have to spend dealing with them,” Mr. Engle continued. “Our ability to provide sales, charter, and service under one roof results in efficiency, a huge plus for our clients. While our



Undercover Showroom

Sales has been able to develop a Rewards Program packaged with service advantages for centrally-listed yachts. With a free dockage program, discounted yard services, and free annual haul out, among many others, owners can really save time and money by having their yacht listed with Bradford Marine.

Rewards Programs give outstanding benefits to qualified yachts, the depth of service and talent we provide sets us apart. The combination of a safe and secure facility, with yacht and charter management, yacht sales, repair and technological support makes it easy for the yacht owner. Our service technicians can



Undercover Showroom

are all right here,” he stated. “I have a tight schedule and this makes it easy. I have one point of contact, the listing brokers are knowledgeable and professional here at Bradford, and I’m in and out.”

punch list the crew had sent ahead - all scheduled, all planned out,” related the seller. “Last time I was in this situation, I was on the phone with three sub-contractors and had to move the boat after hours to get it to a yard. Bradford did it all, on time.”

Bradford Marine’s sales, charter and professional service teams can provide a seamless response across all their disciplines. One owner who lists and charters his yacht through Bradford Marine told of its return from a week’s charter in the Bahamas, arranged through Bradford’s Charter Services Division. The yacht returned a day before the survey and sea trial scheduled for a prospective buyer. As soon as the charter guests disembarked, “Bradford had their service team on board. They already had the service

“Our ability to manage sales, charter and service under one roof provides efficiency”

Bradford Marine has created new and unique ways to provide efficiencies in buying, selling, and chartering yachts along with its traditional yacht service. Innovations include on-site contract specialists who can give financial institutions confidence that transactions are structured properly. In-house expertise can be accessed for any reason, from dealing with Customs to the intricacies of classification societies and international sales. The development of Bradford Marine’s Freeport shipyard has been a popular port of call for owners, captains and crew cruising in the Bahamas, providing the high quality services and technical support they depend on.

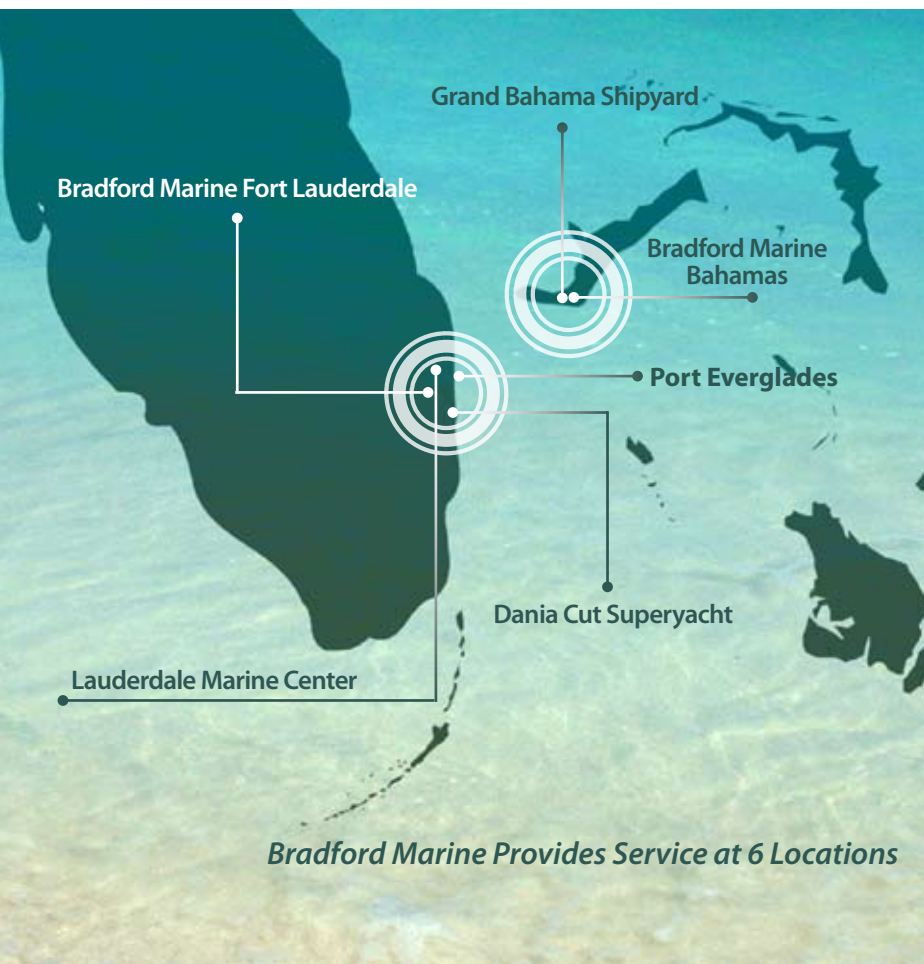


300 ton Synchrolift marine elevator

“The Bradford Marine Yacht Showroom is unique, with more than 50 yachts available in one location.”

repair or refit your yacht, our Naval Architect can create a design modification, and our sales and professional management services can help with each aspect of yacht ownership...all in one place.”

This played out in the recent afternoon on the docks at the Bradford Marine Yacht Showroom. Minutes after landing at Fort Lauderdale International, a relaxed buyer stood on the dock next to a prospective purchase. “Last time I was down here I think I spent more time in traffic than I did viewing yachts. There are three yachts in Fort Lauderdale I’m seriously interested in, and they



Bradford Marine Provides Service at 6 Locations



“In South Florida and the Bahamas, Bradford Marine has capabilities few other service or sales groups can provide.”

“We thought long and hard to develop the different services Bradford provides,” Paul Engle continued. “In South Florida and the Bahamas, Bradford Marine has capabilities few other service or sales groups can provide. If you need a paint job, a part, a charter, or are in the market to buy or sell a yacht, the Bradford Marine professionals are ready to assist. We have taken the opportunity to combine yacht sales and service in a new way, consolidating and managing a complete package that gives our customers full service, control, and one of the best teams in the world looking out for them and their yachting needs. Service is ongoing and we are always ready to assist.



Bradford Marine Bahamas



Bradford Marine Bahamas Office

There is no finish line when providing service.”

This unique business plan, one that crosses a traditional shipyard with sophisticated sales and charter, gives Bradford clients the resources in both sales and service that today’s modern yacht owners and captains demand. And using Bradford’s proven ability to provide first-class yacht service, repair and technical support as a foundation, the inclusion of sales, charter and management services fills a void in the industry. It’s a business plan with a future.



BRADFORD MARINE YACHT SALES



"Perfect Lady" - 1997 84' Hatteras Elite Series
Asking \$1,995,000 - Douglas Smith (954) 478-7403

NEW LISTING



"Lady Di" - 1998 84' Monte Fino *
Asking \$1,450,000 - Joint CA Whit Kirtland (305) 793-5886



"Wishing Star" - 1963 84' Trumpy
Asking \$1,399,000 - Shaun Mehaffey (954) 658-2626



"Mindy" - 2005/2006 80' Cheoy Lee
Asking \$2,450,000 - Joint CA Whit Kirtland (305) 793-5886



"Silver Cloud" - 1974/1996 80' Burger
Asking \$859,000 - Whit Kirtland (305) 793-5886



2011 80' Baia Atlantica*
Asking EUR 3,700,000 (US\$ 5,137,820) - Steve Fill (954) 815-8320



"Sea Jordan" - 1997 77' Tarrab
Asking \$695,000 - Chris Saumsiegle (954) 270-5617



"Yorel" - 2002 75' Fleming CMY
Asking \$2,850,000 - Whit Kirtland (305) 793-5886

- We offer **Free** Dockage for Sellers
- Undercover All-Weather Showroom
- Ask About Our Rewards Programs

To Learn About These and Other Fine Vessels Contact Us at
(954) 377-3900 or info@BradfordMarineYachtSales.com
 Bradford Marine Yacht Sales, Inc.
 3051 West State Road 84 | Fort Lauderdale, FL 33312



BRADFORD MARINE YACHT SALES

NEW LISTING



"Nereus" - 1999 74' Hatteras Sport Deck *
Asking \$1,495,000 - Parker Bogue (305) 793-3612

NEW LISTING



"My Rakela" - 1991 72' Viking Motor Yacht *
Asking \$795,000 - Carlos Navarro (954) 465-4501

NEW LISTING



"Compromise" - 2008 72' Hatteras MY
Asking \$3,580,000 - Parker Bogue (305) 793-3612



"Cool Aid" - 2005 72' Offshore Cockpit Motor Yacht
Asking \$1,995,000 - Tucker Fallon (954) 801-3645



"Eloquence" - 1989/1990 70' Hatteras
Asking \$650,000 - Shaun Mehaffey (954) 658-2626



"Tiger VI" - 2001 70' Hatteras Sportfish
Asking \$1,799,000 - Whit Kirtland (305) 793-5886



"Global One" - 1990 70' Hatteras MY
Asking \$679,000 - Shaun Mehaffey (954) 658-2626

NEW LISTING



"Vicki D III" - 1984 70' Hatteras Motor Yacht
Asking \$599,000 - Parker Bogue (305) 793-3612

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2009 70' Davis Sportfish
Asking \$3,700,000 - Carlos Navarro (954) 465-4501



"My Felicity" 1984 70' Striker Sportfish
Asking \$229,000 - Douglas Smith (954) 478-7403



"Gypsy Rose" - 1996 70' Hatteras MY
Asking \$849,000 - Douglas Smith (954) 478-7403



"Barefootin'" - 1989 67' Hatteras
Asking \$499,000 - Joint CA Whit Kirtland (305) 793-5886



"Breathless" - 2003 65' Ocean Oydyssey
Asking \$789,000 - Tucker Fallon (954) 801-3645

NEW LISTING



"Miss OSB" - 2009 65' Hugh Saint Custom
Asking \$995,000 - CA Tucker Fallon

NEW LISTING



"Just Reward" - 1999 61' Queenship
Asking \$699,000 - Parker Bogue (305) 793-3612



"Starshine" - 1997/1998 60' Offshore PHMY
Asking \$699,000 - Steve Fill (954) 815-8320

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"Poseidon Too" - 1983 58' Andy Mortenson
Asking \$359,000 - Tucker Fallon (954) 801-3645



"Crown Jewel" - 2000 58' Viking Enclosed Bridge
Asking \$750,000 - Whit Kirtland (305) 793-5886



"Slainte" - 2003 57' Bertram 570
Asking \$839,000 - Chris Saumsiegle (954) 270-5617



"Closure" - 2002 56' Aicon FBMY
Asking \$495,000 - Chris Saumsiegle (954) 270-5617



Not offered to US residents while in US waters

"Beautiful Day" - 2006 55' Atlantis
Asking \$599,000 - Chris Saumsiegle (954) 270-5617



"Crown & Water" - 2006 55' Neptunus Cabrio Express
Asking \$598,000 - Chris Saumsiegle (954) 270-5617



2001 55' Viking Sportfish
Asking \$775,000 - Carlos Navarro (954) 465-4501



"Scoundrels Lady" - 1988 55' Hi-Star Yachtfish
Asking \$159,000 - Chris Saumsiegle (954) 270-5617

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"Hermes" - 2003 55' Novetec Cockpit Motor Yacht *
Asking \$495,000 - Tucker Fallon (954) 801-3645



"Topaz II" - 1970 55' Rybovich Sport Fisherman
Asking \$289,000 - Shaun Mehaffey (954) 658-2626



"Treasured Times" - 1993 52' Vitech Sundeck MY *
Asking \$199,000 - Carlos Navarro (954) 465-4501



"The Cure" - 2004 50' Challenger Offshore
Asking \$199,900 - Tucker Fallon (954) 801-3645



"Chazmania" - 2001 50' Sunseeker
Asking \$299,000 - Carlos Navarro (954) 465-4501



"Wynward" - 1978 48' Marine Management *
Asking \$189,000 - Whit Kirtland (305) 793-5886



"Avion" - 2009 47' Sea Ray Sundancer
Asking \$560,000 - Tucker Fallon (954) 801-3645



"No Name Egg Harbor 43" - 2010 43' Egg Harbor
Asking \$899,000 - Carlos Navarro (954) 465-4501

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"Ingrid" - 2006 35' Intrepid
Asking \$195,000 - Shaun Mehaffey (954) 658-2626



2011 34' Buddy Davis Center Console *
Asking \$260,000 - Shaun Mehaffey (954) 658-2626



"Buddy Davis Center Console" - 2007 34' Buddy Davis CC
Asking \$149,000 - Shaun Mehaffey (954) 658-2626



"Polk USA" - 2008 33' Ocean Sport Yacht
Asking \$198,000 - Chris Saumsiegle (954) 270-5617



"Luna Dancer" - 1988 31' Blue Seas Out Island
Asking \$190,000 - Whit Kirtland (305) 793-5886



2004 30' Luhrs Open
Asking \$109,000 - Whit Kirtland (305) 793-5886

The Bradford Advantage

- **Free** Undercover Dockage for Sellers
- Preferred Inland Storm Refuge
- Reduced Rate Port Risk Insurance Program
- Trade-Ins Welcome

Choose Us to Buy, Sell or Service Your Yacht

- Complete Repair & Refit Yards
- Large Selection of Yachts in One Location
- Rewards Benefits
- 24-Hour Security

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