THE DALY GROUP

LUXURY REAL ESTATE AND YACHTING

YACHT LISTING & SELLER'S GUIDE

Waterfront. Without compromise.

A private guide to listing and selling your yacht.

PREPARED BY

Thomas Daly

Founder | Real Estate Advisor | Yacht Broker

DELRAY BEACH · PALM BEACH · FORT LAUDERDALE

A NOTE FROM THOMAS

Welcome aboard.

Selling a yacht should be the easy part. She has served you well - now it is time to move her along, cleanly, for the price she deserves. Done right, it is thirty to ninety days of coordinated marketing, showings, sea trials, and paperwork - not a year of stress.

For more than a decade I have listed and sold yachts across South Florida, the Bahamas, and up the East Coast. I am a licensed yacht broker, a licensed Captain, and I have been part of more than one hundred million dollars in transactions on both sides of the deal.

This guide walks you through how I list, price, market, and close a yacht - and what I need from you to do it well. Read it at your pace. When you are ready, let's talk.

Thomas Daly

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FL Real Estate License SL3381369 · FL Yacht Broker License #11793
USCG Captain

OUR APPROACH

The Daly Group Way.

A listing broker's job is not to post a boat on YachtWorld and hope. It is to price her correctly, market her the way luxury buyers actually shop, and quarterback the deal from list to wire.

01

Priced to Sell

A comparable-driven market analysis on day one - not a guess. We benchmark your yacht against the last six months of sales, current inventory, and price drops on similar hulls. Overpricing costs you time; underpricing costs you money.

02

Marketed Like Luxury

Professional photos, drone footage, YachtWorld and IYBA syndication, targeted outbound to my broker network, and paid placement where buyers actually search. Not a listing dumped and forgotten.

03

Owner-First Communication

Weekly updates on inquiries, showings, comparable listings, and price movement. You always know where you stand. Silence from a broker is the fastest way to lose a client.

$100M+	10+ yrs	Licensed	5.0
CLOSED TRANSACTIONS	YACHTING AND REAL ESTATE	SL3381369 · #11793	GOOGLE RATING (16 REVIEWS)

ROADMAP

The eight-step seller's journey.

Every listing moves at its own pace, but the sequence is the same. Most yachts close in 60 to 120 days from signing the agreement.

01 Discovery Call

We meet on your boat or on a call. I ask about her history, refits, use pattern, and your timeline. No pressure to list.

02 Market Analysis

Comparable-driven pricing. Last six months of sales, current inventory, price drops, and days on market for hulls like yours.

03 Listing Agreement

IYBA standard central agency listing. Terms, commission, expiration, and marketing budget agreed in writing.

04 Prep & Photography

Boat detail, staging, professional photos, drone footage, and a walk-through video. First impression is 80 percent of the sale.

05 Launch & Market

YachtWorld, IYBA, Boat Trader, targeted outbound to my broker network, paid placement, and email to my buyer list.

06 Showings & Sea Trials

Qualified buyers only. I run the showings so you do not have to. Sea trials scheduled after offer, not before.

07 Offer & Survey

Written offer with 10 percent escrow deposit. Marine survey, engine survey, and a second price negotiation on findings.

08 Closing & Wire

USCG or state title transfer, lien search, escrow release, and funds to you. Typically 10 to 30 days after offer acceptance.

PRICING STRATEGY

The price derivative.

Every yacht will sell. Price is the single biggest factor determining how quickly, and how close to asking. The chart below is not opinion - it is what the market shows us across hundreds of hulls.

What this means for your listing.

Overpriced yachts help competitors sell.

When we list yours 15% over market, buyers use her as a comp - to make competing listings look reasonable.

Days on market compound.

Every 30 days a yacht sits, brokers and buyers assume something is wrong. Confidence erodes.

The right price attracts multiple buyers.

That is the only real leverage a seller has - competitive offers, not stubborn asking.

What I need from you to list.

A clean, well-documented yacht sells faster and for more. Below is exactly what I need from you before we launch her to market.

DOCUMENTATION

- Vessel registration, USCG documentation, or state title
- Bill of sale from your original purchase
- Any lien or loan payoff information
- Owner driver's license and contact details

VESSEL HISTORY

- Full service and maintenance records
- Recent survey report if available (within 3 years)
- Refit and upgrade documentation with receipts
- Engine, generator, and system hours

CONDITION

- Yacht cleaned inside and out before photography
- All systems in running condition for sea trial
- Personal items and clutter removed for showings
- Access arranged for our team and buyers on short notice

TIMELINE & TERMS

- How soon do you need her sold?
- Preferred closing window or hard deadline?
- Willing to hold financing or cash-only?
- Any restrictions on showings or sea trial windows?

MARKETING

Where we find your buyer.

Luxury yacht buyers do not browse the classifieds. They look where their peers, brokers, and captains send them. Here is the marketing plan I build for every listing.

Professional Photography

Full daylight shoot at the dock and underway, including drone footage. First impression is 80 percent of the sale - we do not skip this.

YachtWorld & IYBA MLS

Full data-rich listing on YachtWorld, IYBA, and Boat Trader with syndication to hundreds of broker sites. Includes 20+ photos and full spec sheet.

Broker Network Outbound

Direct email to my IYBA broker network with the listing package. Co-broke commission split explicit, so brokers show her willingly.

Paid Placement

Featured listing budget on YachtWorld and Boat Trader for the first 60 days. Higher-tier placement means 4-6x more views.

Social & Email

Instagram Reels, Facebook, LinkedIn, and YouTube posts across multiple platforms and accounts, plus direct email to my buyer database. Owned audience reaches people search engines never touch.

Dalygroupfl.com

Featured on my own site with SEO-optimized listing page and organic search visibility. Zero commission split to a third-party platform.

SHOWINGS

Qualified buyers only.

Every showing I book has been vetted first. I do not waste your dock time on tire kickers, and I do not let anyone board without a signed showing agreement.

Financial qualification

Proof of funds or lender pre-approval before boarding. No exceptions on boats over $1M.

Cooperating broker check

If a buyer is represented, I verify the broker is IYBA-licensed and the co-broke agreement is in writing.

Showing agreement

Signed acknowledgment of terms - photography restrictions, insurance, and no unaccompanied boarding.

Scheduling on your terms

48-hour minimum notice unless you specifically want same-day. Weekday mornings preferred - dock is calm, light is best.

I run the showing

You do not need to be aboard. I know your yacht cold and can answer 90 percent of buyer questions. Owner-present showings can feel awkward and hurt the sale.

Detailed feedback loop

Every showing gets a written debrief within 24 hours - what the buyer liked, objections, and next-step intent.

RECEIVING OFFERS

When an offer comes in.

An offer is not a sale. It is the opening of a negotiation, and every clause matters. Here is how I present offers to you and what to weigh in your response.

Price & Terms

- Offer amount vs. asking and market
- Response window (I recommend 24-48 hrs)
- Cash vs. financed purchase
- Included inventory - tender, toys, spares

Buyer Quality

- Proof of funds or lender pre-approval
- Cash vs. financed - closing risk
- Represented buyer or unrepresented
- Timeline urgency - snowbird, upgrade, etc

Contingencies

- Survey and sea trial windows (5-10 days)
- Engine survey and haulout requirements
- Financing contingency length
- Escrow deposit amount and release terms

DUE DILIGENCE

Survey findings and re-negotiation.

Every yacht has findings. The survey almost always triggers a second round of price negotiation. Here is how I coach sellers to hold value without killing the deal.

Sea Trial Day

You provide a working yacht and a licensed captain if you do not run her yourself. I coordinate the buyer, surveyor, and their brokers. Buyer pays for fuel and captain's time during the trial. Two to three hours running her at cruise, wide-open, and idle.

- Yacht clean, fueled, and ready 24 hours prior
- All systems operable - AC, gen, hydraulics, electronics
- Owner presence optional (I recommend not)
- No unresolved deficiencies hidden - they will find them

Handling Findings

Findings fall into three buckets: safety items, working systems, and cosmetic. Safety items usually get repaired or credited; working systems are negotiable; cosmetics rarely move price. I recommend a formal counter within 48 hours of the report landing.

- Response: fix it, credit it, or hold firm
- Typical seller credit range: 3-8% of contract price
- Deal killers: undisclosed engine issues, structural, storm
- My rule: give up dollars, never give up terms

CLOSING

Closing and wire.

Between contract acceptance and cash in your account, ten to thirty days of paperwork. I coordinate all of it. You sign, and you receive the wire.

Title Transfer

USCG documentation abstract or state title transfer executed at closing. I prepare all forms; you sign.

Lien Payoff

If your yacht has a loan, we coordinate the payoff directly with the lender through escrow. Nothing goes to you until the loan is cleared.

Escrow & Wire

Buyer's funds sit in a bonded escrow. At closing, escrow wires the payoff to your lender and the balance to you the same day.

Commission

Commission is negotiated per listing, paid at closing from proceeds and split with the cooperating broker. Deducted at closing, no invoice.

Capital Gains

If she has depreciated, no tax event. If she has appreciated (unusual), your CPA needs to know. I introduce a marine-savvy CPA on request.

Delivery & Acceptance

Buyer takes possession at an agreed dock. Formal acceptance signed. You hand over keys, manuals, and documentation binder.

WHAT SETS US APART

Why sellers choose the Daly Group.

There is no shortage of yacht brokers. What separates us is the combination of experience, systems, and honesty. Below is what our sellers actually cite when they refer their friends.

Weekly Communication

Every Monday you receive a written report - inquiries, showings, competing listings, price drops in your category, and next-week plan.

Honest Pricing

We will tell you if your price is wrong, even when you don't want to hear it. We would rather lose the listing than take one we cannot sell.

Captain's Eye on Board

Thomas holds a USCG license and can answer buyer questions about handling, systems, and running. Most brokers can't.

Real Estate + Yacht

Selling the yacht and the waterfront home together? One team, one closing calendar, coordinated marketing.

Owned Audience Reach

Your yacht goes out across multiple platforms and accounts - Instagram, Facebook, LinkedIn, YouTube, our email list, and dalygroupfl.com search visibility. We are not renting audience from YachtWorld alone.

Post-Sale Support

Introductions to insurance, refit yards, captains, marinas, and CPAs. We stay useful after the wire hits.

TRACK RECORD

A few of my recent closings.

Three closings from the last twenty-four months. Each is a live example of what our process delivers.

2008 Cheoy Lee

Palm Beach, FL

$2.2M · 63 days

Buy and sell side

2021 Ocean Alexander 45

Deerfield Beach, FL

$760K

Buy side

2007 Marlow 78

Charlotte, NC

$2.3M · 90 days

Sell side

WHAT CLIENTS SAY

Rated 5.0 on Google.

Every review, every client, every close.

"

"His knowledge of the market and passion for boating is unmatched. From marketing our vessel to selling and handling all the paperwork seamlessly, he made the entire process smooth sailing. Truly worthy, efficient, and always going the extra nautical mile."

SUSIE F.
Google review

"

"Thomas is a yacht broker and very personable. He was very generous with his time and sold our 2022 Leopard 50."

BEN B.
Google review

"

"His communication was impeccable throughout the entire process. He kept us informed at every step and made a complex sale feel simple."

HEATHER C.
Google review

YOUR TEAM

Meet the Daly Group team.

Thomas Daly

Founder | Real Estate Advisor | Yacht Broker

— USCG Licensed Captain

— $100M+ in closed transactions

— Based in Delray Beach since 2017

— Land and sea, one point of contact

Michael Roberts

Yacht Broker

— 20+ years on the water

— Specialty: sportfish and motor yacht 60-100 ft

— Bahamas and Caribbean fleet placement

— Sea trial and survey lead

IN-HOUSE PRODUCTION TEAM

Full-service, under one roof.

Professional listing photography, social media photo and content creation, transaction coordination, and in-house marketing. Every deal is staffed by the same production team from list to close.

TWO OFFICES

Delray Beach | Pompano Beach

900 E Atlantic Ave #14
Delray Beach, FL 33483

3155 E Atlantic Blvd
Pompano Beach, FL 33062

FREQUENTLY ASKED

Answers before you ask.

What is your commission?

Commission is negotiated per listing, paid at closing from proceeds. When a cooperating broker brings the buyer, we split. Nothing is billed separately - it all comes out of the sale.

What if I get a private offer without you?

Bring it to me. Under a central agency, all offers - even from your neighbor - route through the listing. This protects you and keeps the paperwork clean.

Should I fix things before listing?

Depends on cost vs. return. Cosmetic detail work is almost always worth it. Big engine or system repairs rarely pay back at sale - better to price accordingly and disclose.

What about capital gains tax?

Most yachts depreciate, so no tax event. If she has appreciated (rare), your CPA needs to know. I introduce a marine-savvy CPA on request.

How long is a typical listing agreement?

Six months, IYBA central agency form. Renewable if we agree. This gives us a full marketing cycle - if we cannot sell her in six months, something is off (usually price).

Do I need a recent survey before listing?

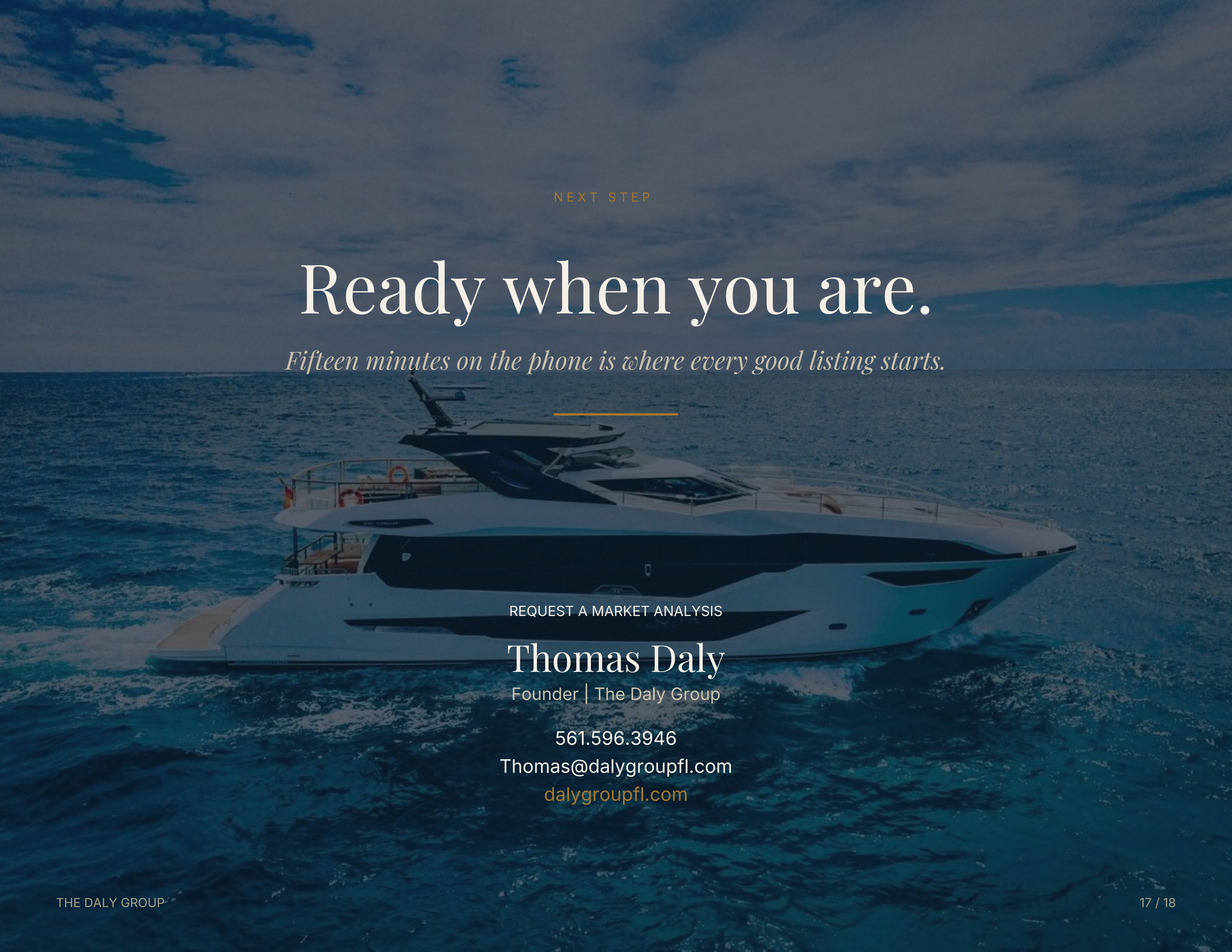
Not required, but helpful. A recent survey (under 12 months) signals seriousness and can preempt buyer objections. Optional to share until we have a serious offer.

Can I still use the yacht while listed?

Yes. I ask for 48-hour notice on showings and I schedule around your calendar. Most of my sellers use their boat right up through the week of closing.

Can you sell the yacht and my waterfront home together?

Yes. Combined marketing is often more powerful than either alone. One team, one closing calendar, coordinated messaging to a buyer who wants both.



NEXT STEP

Ready when you are.

Fifteen minutes on the phone is where every good listing starts.

REQUEST A MARKET ANALYSIS

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