

Why do you need Camper & Nicholsons in the US?

The
Superyacht
Report

The Superyacht Report + Camper & Nicholsons
PARTNER CONTENT

Camper & Nicholsons strives to provide not only a local presence but significant expertise in every location – and the Americas is no exception to this rule...

Camper & Nicholsons is proud of its much-admired British legacy – from its charming, classic roots as a boat builder, to its evolution into a full-service luxury yachting company capable of advising at every stage of an owner's journey.

"We have a significant history of having a good-quality presence in the US that leverages on our British heritage," explains Fabio Ermetto, CCO of Camper & Nicholsons. "We've been in the US for a very long time. Our biggest priority at the moment is our global expansion. Our second is local reinforcement, of which the US is our biggest focus, and our third is the introduction of new technologies within the company."

The firm's recent appointment of Fabrizio Scerch as US managing director, based in Fort Lauderdale, Florida, is indicative of its desired growth in the preeminent yachting market. Scerch joined the Azimut Benetti Group in 2013 and was responsible for the development of the Azimut Grande brand. For the last five years, he has worked with Benetti in the US, building a team that has comprehensively surpassed expectations. "Fabrizio has excellent technical experience and brings a wealth of knowledge to the new construction and brokerage divisions of the company," adds Ermetto.

Camper & Nicholsons is already considered to be one of the top charter companies in the US for superyachts. Ermetto expects this to continue, although he believes the sales and management services of the company

have the most potential for growth; this is the brand's focus in the short-term. "We are about as international as yachting companies get," Ermetto continues. "Just look at our team, our shareholders and our structure." Certainly, a number of the largest US brokerage houses only have a domestic focus, so when it comes to listing brokerage yachts for sale, they don't have the international marketing resources and reach without the assistance of an overseas joint central agent.

Ermetto believes that owners are better off not using multiple brokers for listings and having a single point of contact, with the support of a global team of specialists behind them. "We're not focused on a single domestic market," he continues. "A client can use us for all their enquiries. We provide excellent visibility in Europe, and we now have one of the largest presences in Asia. That is truly global, if you ask me. Yes, you could say that yachts are visible to anyone on the internet, no matter where they are, but you still need local relationships with clients, local expertise, and local knowledge of the service providers."

Ermetto is confident that the quality of Camper & Nicholsons' services in the US will improve hugely with the investments the company is planning. "We recognise that it is a key market for the industry, and with the right sharing of information and knowledge between our European and Asian teams, we will be best placed to meet and exceed the expectations of our clients, wherever they are."

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