

Why do you need Camper & Nicholsons for sales brokerage?

The
Superyacht
Report

The Superyacht Report + Camper & Nicholsons
PARTNER CONTENT

Jean-Marie Récamier explains Camper & Nicholsons' diligent approach to sales brokerage.

Not too long ago, Jean-Marie Récamier, sales broker at Camper & Nicholsons, was flicking through some old documents from his early career working for the Camper & Nicholsons shipyard in Gosport in the seventies. "I came across some old Camper & Nicholsons paperwork with the 'By Appointment to HM The Queen' Royal Warrant as the letterhead," he recalls. "That says a lot about where we've come from – we received a mark of recognition from Her Majesty The Queen."

While the years spent ruling the roost of the British yacht building scene are but over, the era instilled an incredibly high benchmark of professionalism within the confines of the company we see today. This boatbuilding legacy and knowledge has been transferred into new build and sale and purchase prowess, allowing the firm to meet and surpass the highest of expectations. "We have a different approach to other yacht brokers because we create the perfect customer journey. Anyone can sell a boat, but my personal view is that once a boat is sold and delivered, the work is only just beginning."

From its roots in new construction, Camper & Nicholsons has a very established database of new build and sales data, which it continues to invest in. With a full team of analysts cross-checking all the information, the brokers have up-to-date access to the latest

market trends and can give realistic valuations based on precise market data. "Stability is another very important aspect of sales brokerage because this is a long-term game and you need to know the company is going to be around," Récamier continues. "When you are buying a boat, and during the course of ownership, it is also comforting to know that you can receive top-quality advice from a broker who has a full range of service providers on their team, whether their needs are for financial, technical or insurance services. There are large sums of money at stake in yachting, so you need a company that can support you and is financially stable."

Récamier says there are many people who would like to work with Camper & Nicholsons because of referrals they've had, which is a testament to the quality of the services. "We are here, we are established and we have happy clients because we make their lives easier. There are a number of people at the company who have been here for over 30 years. That says a lot about the service we provide and the experience of our team." As Récamier rightly points out, it's not just about having great information that has been gleaned over the many moons of Camper & Nicholsons' existence, but it's having a team of experts that can make sense of it all, use it properly and create value for their clients.

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