



Why do you need Camper & Nicholsons for a new build project?

Camper &
Nicholsons
International

YACHTING SINCE 1782

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Pre-build

Why would you surround yourself with anyone but the absolute best for the construction of your multi-million euro asset?

Superyacht owners want nothing but the best value from their investment, which is why they should design their boat with representation from a company with a truly global presence and an unrivalled yacht building legacy. Camper & Nicholson's has 12 offices worldwide and has assisted clients with the construction of yachts all over the world and to the very highest specification. There is no prominent yacht building market that is unfamiliar to the team. Transforming a client's visualisation – however grand – into a comprehensive document of specifications is a complex stage of the ownership journey, and it requires a deep understanding of the market. Imagination is the biggest limitation in contemporary yacht design, so knowing the unlimited possibilities at today's shipyards can open doors for yacht buyers that they could have never imagined. However, these opportunities are realised only by buyers who surround themselves with the right people, which is something of a forte for Camper & Nicholson's and why the firm is a leader in its field.

"From conception to delivery, building a yacht should be a pleasure," says Fabio Ermetto, CCO and Director New Build Division.

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Camper & Nicholson's International have built so many new-build projects and know that listening to client requirements in the early stages is fundamental," he explains.

"Whether they want a yacht that has maximum allure for charter in the Western Mediterranean or the ability to cruise Antarctica, we are attentive to our clients' requirements and can devise a watertight concept that we know will deliver the right experience for that client."





The build



Selecting a shipyard is an emotional decision, but it also has to be an informed one; the yard has to deliver a quality product that is built to specification and within the buyer's budgetary requirements.

Camper & Nicholsons International has had the pleasure of working with almost every major superyacht shipyard in the world. Through previous experiences, good and bad, the firm has a great range of time-honoured knowledge in the business. As Fabio Ermetto

explains, "If one of our brokers hasn't built a boat in Timbuktu, the chances are that the broker next to them has. We have brokers who have been with us for more than 30 years and have the knowledge of dozens and dozens of new-build projects to draw on."

A reputable professional services company can offer an integral evaluation of shipyards for informed decision-making. When the yacht is under construction, Camper & Nicholsons will supervise the project on the owner's behalf, with regular progress reports and reviews of the shipyard's processes, and whether or not the project is meeting the brief of the client. "Whatever you can imagine, we've built it," he says. "If you want specialist lighting, we know a company in the movie business in LA that has done a few yachts; if you want a fresco on the ceiling, we have good contacts in Italy. We are very well-connected with a great range of specialist suppliers and have a very strong in-house team of marine engineers with significant yachting backgrounds – not just people who have been around boats."



Delivery & after-sales

Quality-control checks from Camper & Nicholsons International's technical team ensures that the result of the symbiosis between the client and the yard is a quality product.

The period of time around the completion of a yacht is crucial to the resulting quality and, as Fabio Ermetto says, "It can separate the best boats from the rest." A client needs specialist representatives to step in and conduct their own quality checks. "You want your interior manager to check that all the cupboards are in line and that the grain on the veneer matches up; you might want an AV specialist to check the AV system; you're looking at all the fittings and the joinery and you're checking the pipework protection in the engine room and how the floor plating has been treated."

Camper & Nicholsons International's familiarity with the client comes into play here. "We will know whereabouts on the boat our client likes to sit at anchor, so we will go and sit in that position at anchor and check that the removable windscreens work, for example, or that the shades for the TV on the outdoor wall panels work," adds McCarthy, Director of Yacht Management Division. "You have to put on the owner's shoes. It all comes back to knowing your client." During this stage of the project, Camper & Nicholsons International implements its established safety-management and maintenance programmes which help the boat function, so that it's operational when it leaves the yard. When owners come to taking delivery, they can feel confident that they are fully covered by Camper & Nicholsons' comprehensive and unique insurance offering, with packages that are fully tailored to the client's unique product.



Management & crew

Camper & Nicholsons International can represent an owner for the full spectrum of their yacht's operation, ensuring it meets the various regulations, is crewed proficiently and is run efficiently.



Selecting the right captain and crew for that particular owner and boat is an extremely important decision. "It's a close collaboration and one that we look at very thoroughly. We are fortunate in that we are a very established and reputable yachting brand, so good captains want to work with us, which makes our placement of the right captain a lot easier."

Camper & Nicholsons has overseen the operation of a significant fleet of yachts, so has financial information to show what it should cost to run a particular boat – whether it's crew salaries, engine-room spares, fuel, insurance, tenders, berthing or other common purchasing areas. "We have logged the outgoings of hundreds of boats, which is a great resource," says McCarthy. "It means that if a boat is going into a survey, we can tell you what the deal is meant to be. We take great care with getting the most value out of a budget." Due to its sheer size, Camper & Nicholsons purchases like a merchant shipping company, so owners also get to benefit from economies of scale. "We always negotiate discounts for our owners on supplying bunkers and technical parts, food, uniforms, and everything else along those lines." Furthermore, the company is now on its third-edition safety-management system – something it continues to develop to ensure optimised and safe yacht management.





Charter retail & management

A good charter department that maximises an owner's return on investment has an input as early as the design stage to maximise the yacht's appeal on the market.

Camper & Nicholsons has arguably the most well-connected and well-versed sales and charter brokerage departments in the market – after all, the company was established in 1782. “We deal with about 800 brokers worldwide and it continues to increase,” explains charter marketing director Sacha Williams. “If an owner wants to maximise charter revenue, we will be consulted by our build team on key features that enhance allure. We do the same for our clients who have just bought a brokerage boat and want to spruce it up for charter with a refit because we know what features have universal appeal.”

Vouching for the expertise of her department, Williams says that her team “know the contracts inside out” because they had significant input in putting charter contracts together in the first place. Furthermore, they



are globally represented to deal with charter requests – the firm's most notable recent development is its significant and growing presence in Asia. “You want to be putting your asset in the hands of experts,” adds Williams. “Information is everywhere now but I think where we add value as brokers is that we have many, many years of experience and expertise under one roof and we can make sense of the information our clients are finding. We have in-house legal advisors and finance teams who have been here for decades – there is no scenario that is unfamiliar to them. We're problem-solvers and between us we've seen it all.”





Brokerage

It can be costly to list your yacht for sale at the wrong price. Data is the source of all informed decisions, and only established yachting companies have the data to vindicate a listing price.

It is a known fact that very few industry stakeholders have accurate data on actual selling prices; however, it is absolutely paramount to a brokerage sales campaign because yachts regularly sit on the market for too long because the owner has been ill-advised. “Our intelligence department has always been recognised as one of the strongest in the industry,” explains Ermetto. “It was set up a very long time ago, so we have sales records of all types of boats and we keep investing in this. Our team of analysts cross-check all our information and make sense of it all so that brokers have instant access to up-to-date market trends.” This allows brokers to give realistic valuations, which helps to achieve the best return possible for sellers.

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“We have some brokers who have sold the same yacht a number of times, so they are the obvious owner representatives for the second-hand sale,” adds Ermetto. Camper & Nicholsons brokers are also very involved in the new-build process, and this helps an owner’s exit strategy significantly because they will have future-proofed the yacht for resale in the design stage. This information is then passed on to an expert marketing team, with a global reach, which is able to generate sustained engagement through effective marketing channels.



If you think
hiring a
professional
is expensive...

...try hiring
an amateur.

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