

Meet
 Your New
 Best Boating
 Friend!!

Buying or selling a boat in any market can be a confusing and frustrating experience, but even more so in the "Buyer's Market" we have been experiencing since late 2000. It's even worse now!

Whether buying your next boat, or selling your present boat, careful attention needs to be given when selecting the right broker to trust and work with.

Today's **Buyers** are often faced with a seemingly unlimited number of choices when it comes to either pre-owned or new boat purchases. Costly mistakes can easily be made either by the buyer who wants to "wing it" alone through the whole process, or by the buyer who has inadvertently chosen the wrong sales person to represent his interests. You want someone on *your* side that you can get along with, who sincerely cares about your needs and wants, and who can provide you with focused attention to the time-consuming details of helping you search for and acquire the right boat – details such as market analysis/price comparisons, survey/sea trial issues, financing and/or insurance arrangements, with the goal of everything leading up to a very smooth and professional closing experience.

Sellers involved in this buyers' market need to have their boat promoted effectively throughout the entire marketplace, not to just a limited local audience, in order to ensure their boat attracts the greatest number of serious buyers. Due to ease of travel and the proliferation of the Internet, today's marketplace has expanded all the way to the national, and sometimes international, level. Boats over 30' long and priced at over \$100,000 are often sold to national and international buyers! It makes sense to position your boat to reach these markets.

Therefore, one of the most important things to consider when selecting the right individual or brokerage firm is their ability to easily access the entire market and promote your boat to it. They need to be able to work for you in such a way that information is obtained and distributed quickly and accurately. Often, your "local" broker simply cannot afford to promote his business, and your boat, that effectively. Many so-called "national" brokerages don't do it either.

INTERNET DATABASES

In order to serve our clients who are selling their boat, each listing is carefully prepared and entered into the **Ruby Yachts PowerBoatNet** database. An Adobe Acrobat PDF file is created for each listing, and is subsequently available for viewing, downloading, printing or emailing from the company's database. Links can also be created to the PDF file and included in other means of promotion. All in all, we endeavor to make our listings among the most complete and graphically pleasing in the yacht brokerage business. We use several Internet MLS sites rather than just one or two:

www.boatbrowser.com
www.boat-world.com
www.powerboatnet.com
www.rubyyachts.com
www.secondhandyachts.com
www.yachts.com
www.yachtworld.com

NEW & USED YACHTS

We have access to the thousands of New and Used boats available for sale through our multiple listing databases. In addition, we also act as agents for the following custom and semi-custom builders:

Defender Yachts — 39' - 80' Commercial Fishing,
 Workboat and
 Small Cargo
 Vessels
GHI Yachts — 41' – 130' Motoryachts and
 Passagemakers
Ruby Yachts — 39' - 80' Motoryachts and
 Passagemakers



Meet Me, Your New Best Boating Friend!



Russ Thomas

My passion for boating began in Wisconsin during the summer of 1996 when my family purchased a 26' Sea Ray Sundancer. Weekends that year were spent traveling up and down the Mississippi River from the marina in Dubuque, Iowa.

As dreamers often go, and dreams often grow, we upgraded to a 30' Carver Aft Cabin Motoryacht in November of the same year. It was a long winter, what with the newer, bigger boat sitting on blocks on our 11 acres. Memorial Day weekend 1997 was a happy time as the new boat was launched for the season. That summer was even more fun than the previous. A two week family cruise to Fulton, Mississippi in September resulted in not only a new home for the Carver that winter, but also for her sale the following February.

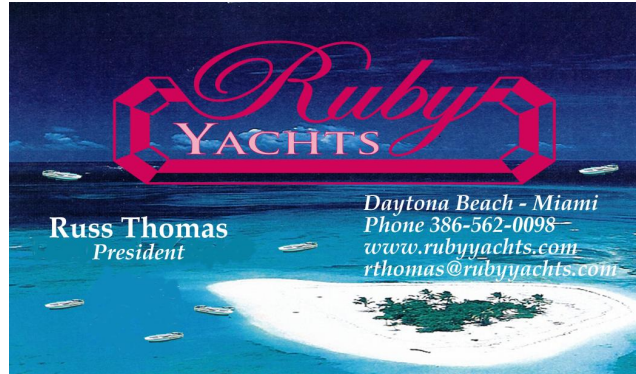
Boat-less withdrawal set in immediately, forcing me and my wife Ruby to drive to Miami, Florida for the 1998 Miami Boat Show in search of yet a larger vessel. However, little did we know that it would also lead to a family move to Daytona Beach 3 1/2 months later! Our next boat, a 44' Gulfstar Widebody Motoryacht, was purchased in August that year.

The purpose of the preceding narrative is to depict how otherwise seemingly normal people can so easily get caught up in the pleasures of the family boating lifestyle, and how it is a very natural and common experience for boaters to not only expand the size of their boats, but per-

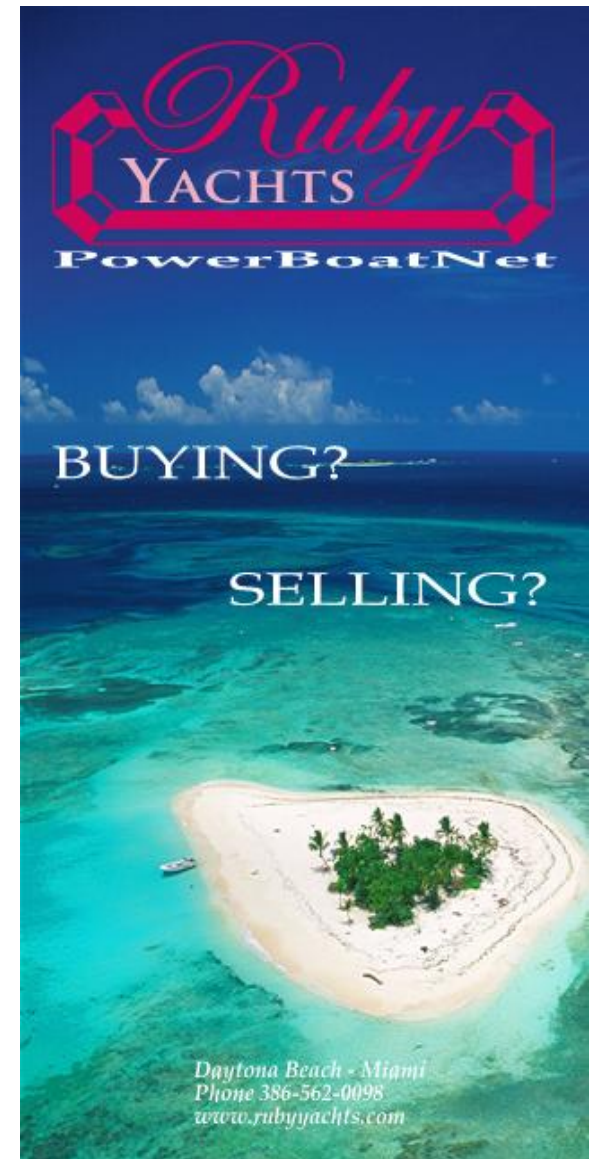
haps their boating territory as well. The kids are both grown, but memories of all the fun we had together on the water are still fondly talked about...

Although I might be fairly new to boating and the Marine Industry I am an entrepreneur at heart and have been in the business world for over 35 years, having owned and operated small high-tech businesses in the computer, electronics and Internet industries. Seeking a career change, I founded **Ruby Yachts** in early 2001 in order to offer American made semi-custom yachts from 39' to 80' in length. I later became a *Florida Licensed Yacht Broker* in order to list and market pre-owned yachts for my clients.

Let me be of service to you!



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