



Slide 1

TB1

Thomas Bottenberg, 10/15/2018



PEOPLE LOVE THE VINTAGE BOATS OF THE PAST

A photograph of a vintage sailboat on the water, viewed from the deck. The boat has a white mast and a red sail. The deck is made of polished wood. In the background, there's a coastline with buildings and a cloudy sky. A semi-transparent dark grey rectangular box is overlaid on the center of the image, containing white text.

A NEW CALIFORNIA LLC WHERE WE LEVERAGE THE
VINTAGE VESSELS OF THE 20'S, 30S AND 40S THROUGH
A UNIQUE, THREE CHANNEL STRATEGY

V I N T A G E Y A C H T
P A R T N E R S



WHAT IS THE OPPORTUNITY?

A TYPE OF UNIQUE MARINE ARBITRAGE ACQUIRING VINTAGE MOTOR YACHTS BASED UPON THE REALITIES OF A VERY SOFT RESALE MARKET, AND MAKING THEM AVAILABLE TO THE PUBLIC FOR CHARTER DAY-TRIPS AND OVERNIGHT STAYS BASED UP THEIR PERCEPTION AS A RARE LUXURY.

AIR BNB MEETS VINTAGE YACHTS



MARKET DYNAMICS

THERE ARE SOME INTERESTING DYNAMICS WHICH SUGGEST THE TIMING IS RIGHT FOR AN ORGANIZED, MULTI-TIERED, EXCLUSIVE BOATING ALTERNATIVE.

AMONG THEM ARE:

- A GROWING ECONOMY AND GOOD CHARTER MARGINS
- MODEST OPERATIONAL EXPENSES
- VINTAGE VESSELS OF THE TYPE WE WOULD UTILIZE (36-55 FOOT MOTORYACHTS AND THE RESALE MARKET IS VERY SOFT
- SOME VESSELS CARRY FAMOUS PEDIGREES WHICH COULD ENHANCE THE MARKETING

LUXURY OFFERING AT AFFORDABLE PRICING



OVERNIGHTS
ABOARD 36- 55 FOOT
PERSONAL MOTORYACHTS
IN SAN FRANCISCO BAY
AND OTHER
WEST COAST MARKETS

FREQUENT USERS



FRACTIONAL USE
TIMESHARES IN
ALL MARKETS



EXPERIENCED BOATERS

BAREBOAT AND STAFFED
CHARTERS IN ALL MARKETS





MARKETING

OUR TIERED OFFERING IS DESIGNED TO CREATE PREDICTABLE CASH FLOW AT HIGHER MARGINS WHILE KEEPING CHARTER AND FRACTIONAL USE OPPORTUNITIES OPEN.

TIER 1 – OVERNIGHTS SOLD THROUGH GOOGLE ADWORDS, HOTEL CONCIERGE ALLIANCES, AIR BNB, VRBO, AND BOOKED THROUGH OUR OWN WEBSITE.

TIER 2 - FRACTIONAL USE (TIMESHARING) PRE-SOLD THROUGH ADWORDS AND PRESENTATIONS TO HOTEL CONCIERGE ALLIANCES

TIER 3 - CHARTERS SOLD THROUGH GOOGLE ADWORDS, HOTEL CONCIERGE ALLIANCES. BOOKED THROUGH OUR WEBSITE.



OUR DIFFERENTIATORS

- THE REASON THESE VESSELS ARE INEXPENSIVE IS THE PERCEIVED COST OF ACQUISITION, MAINTENANCE AND REFURBISHMENT. THE REALITY IS THAT THESE BOATS, ONCE REFRESHED, ARE AS EASY TO MAINTAIN AS A FIBERGLASS BOAT
- PRINCIPALS HAVE EXTENSIVE EXPERIENCE OWNING AND RESTORING THESE TYPES OF BOATS
- QUALIFIED, OPERATIONAL SUPPORT (CAPTAINS AND CREWS) ARE READILY AVAILABLE

CONTACT US:
TOM BOTTENBERG
MICHAEL CRALL

800-761-5716
VintageYacht.com

VINTAGE YACHT PARTNERS, LLC

