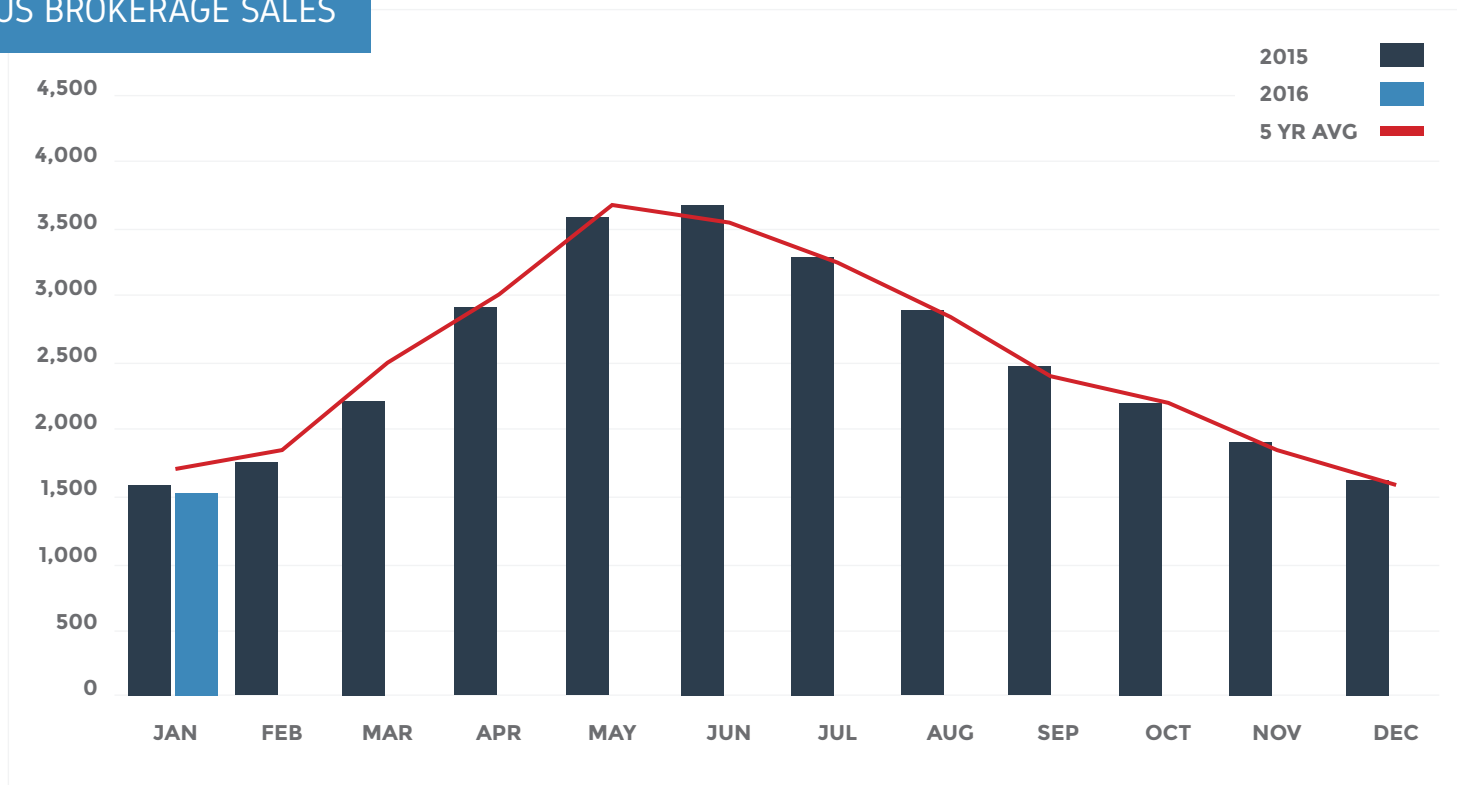


Soldboats Report, Jan.2016: New Year Begins With Lower Sales

Brokerage sales volume in the U.S. began 2016 as it ended 2015, with incrementally weaker sales than the same month the year before. The numbers for the month according to YachtWorld members reporting in SoldBoats were 1,516 boats sold for \$201.2 million, declines of 4 percent and 9 percent, respectively. Despite positive numbers in other segments of the market, the combination of fewer sales of the smallest boats on the market combined with a \$30 million drop in the total price paid for boats 80 feet and larger was too much to overcome.

Power and sailboat sales trended in opposite directions in January, with power declining by 6 percent, with 1,175 boats sold, and sail gaining 6 percent, with 341 boats sold. Both types of boats sold for lower values, however. The average price of a powerboat sold during the month was \$148,000, off 4 percent, while sailboat average prices were \$81,000, down 10 percent.

US BROKERAGE SALES



The volume of big-boat sales actually improved in January, with all segments from 46 feet and up showing growth. The strongest was from 56 to 79 feet, in which sales rose from 37 boats to 58 and total value increased from \$36.4 to \$49.0 million. Sales grew incrementally in the 46- to 55-foot range, from 115 to 121 boats sold, and value increased \$4 million to \$38.1 million. Sales of boats 80 feet and over increased from 10 to 11, but as mentioned, the boats sold were much less pricey, selling for \$20.4 million, down from \$50.7 million a year earlier.

Sales were lower in all market segments below 46 feet, with the volume of boats under 26 feet decreasing the most, 11 percent, with 416 boats sold. Among boats 26 to 35 feet, sales declined 4 percent, with 528 boats sold, and for boats 36 to 45 feet, sales were off 3 percent, with 382 boats sold. Notable, however, is the fact that average prices rose among boats under 26 feet and boats 36 to 45 feet. Only boats 26 to 35 feet sold for lower average prices.

Along with December and February, the month of January is typically one of the weakest sales months in the U.S. brokerage market. Whereas January used to be a slightly stronger sales month than December, it's begun trending lower in the last two years. With only one exception in the last five years, February has shown a sales uptick compared to January.

-John Burnham