

# SOLDBOATS REPORT

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[soldboats.com](http://soldboats.com)

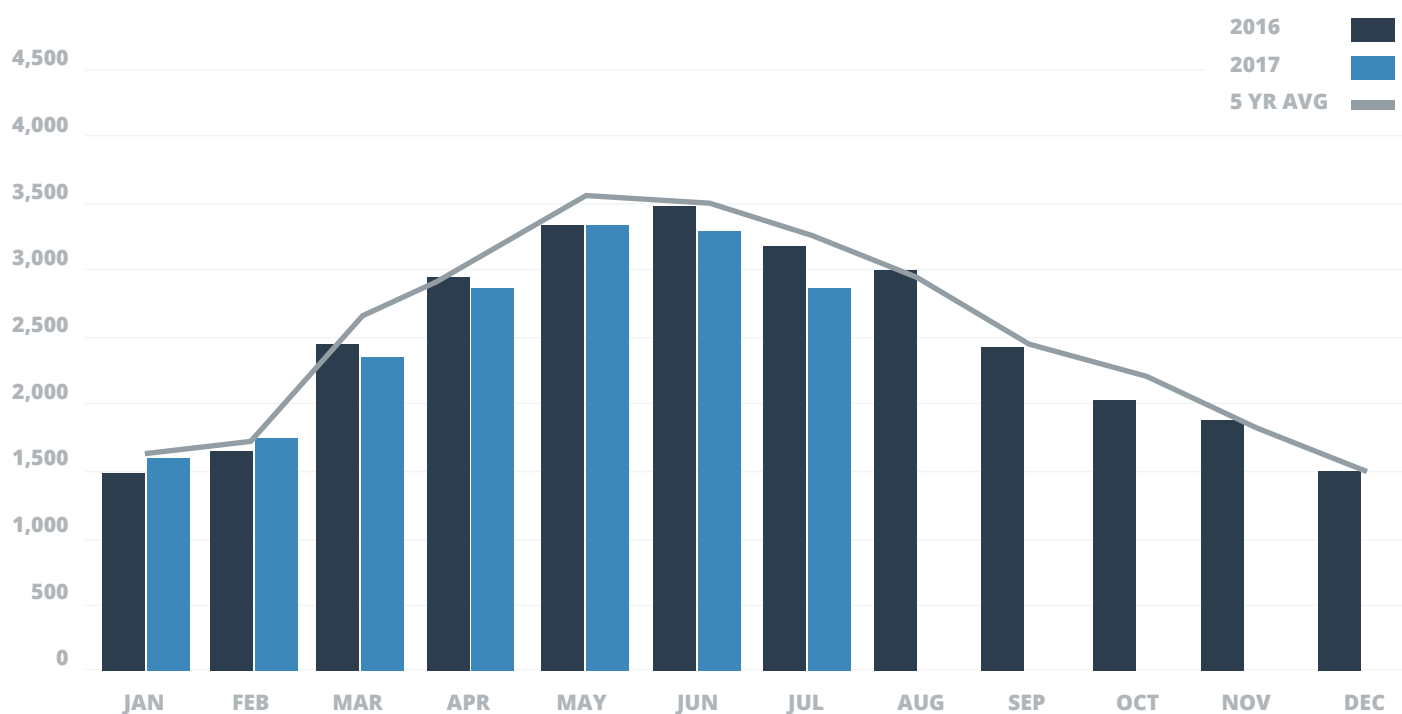


## AVERAGE PRICES RISE AS TOTAL VOLUME DECLINES

July brokerage transactions in the U.S. were fewer in number but much pricier than a year earlier. A total of 2,871 boats were sold—12 percent fewer than the 3,257 sold in July 2016—but \$380 million changed hands, an increase of \$50 million, or 15 percent. This contrasting data was compiled based on YachtWorld member brokers reports in SoldBoats.

Powerboat and sailboat sales volumes were both lower by double-digit percentages for the month, with 2,407 powerboats and 464 sailboats changing hands. In July 2016, 2,735 powerboats and 522 sailboats were sold.

## US BROKERAGE SALES



A slowdown in sales in the smaller-boat segments of the market caused the volume disparity from one year to the next. Sales were off among boats 36 to 45 feet, 26 to 35 feet, and under 26 feet by 12, 13, and 14 percent, respectively.

The volume of sales was higher across larger boat segments, and notably, sales increased from 14 to 19 boats for boats 80 feet and above; the total sales value in this category increased, as well, from \$47 million to \$98 million.

Despite the decline in sales volume through much of the brokerage market, average final prices increased in every category except boats 56 to 79 feet. As an example, among boats 26 to 35 feet, where sales fell 13 percent from 1,255 boats to 1,090 boats, the total value of sales declined 3 percent, from \$73.6 to \$71.3 million, and average prices increased from \$59,000 to \$65,000.

Through the first seven months of the year, U.S. sales volume was down 3 percent with 18,011 boats sold, and total value was up 11 percent, with \$2.55 billion in sales.

**- JOHN BURNHAM**  
[JBURNHAM@YACHTWORLD.COM](mailto:JBURNHAM@YACHTWORLD.COM)  
YACHTWORLD MANAGING EDITOR

Many brokers, including those at HMY, are focusing on listing and marketing larger and more expensive boats. Sales activity this summer is better than in recent years.

**- ROB BOWMAN, HMY YACHTS**

SoldBoats numbers may be lower, but our sales were up YTD over July a year ago. And sailboat and sailing cat sales are picking up across all offices, especially in California.

**- BOB DENISON, DENISON YACHT SALES**

Sailboats are definitely selling better this year. Last year, 44% of our transactions were sail, this year, 58% through July. Given strong equity and real estate markets, there is probably more overall consumer confidence with typically more conservative sailboat buyers.

**- TED HOOD, WELLINGTON YACHT PARTNERS**

The amount of product produced by our industry from 2009–2014 was at an all-time low during this 5-year period. With fewer available late model listings sold through the pipeline, that leaves mostly 2008 and older products to battle for remaining market share. Many customers are passing on these and beginning to source new products instead.

**- DARREN PLYMALE, GALATI YACHT SALES**