

## Total Yacht Management by Burgess

“We will look after your yacht with the respect and diligence that an asset of this value deserves.”

### GLOBAL RESOURCE

Wherever you cruise, you have access to a specialist shore-based Burgess Yacht Management team that knows your yacht, your crew and your expectations.

### ULTIMATE SERVICE

Burgess is committed to representing your interests at every phase of yacht ownership, with an all-round service provided by in-house experts.

### BUILD WITH CONFIDENCE

Burgess New Construction has the expertise to procure and project manage your custom-built yacht, from dream to reality.

### BALANCED LONG-TERM ADVICE

When to buy, where to build, which designer to use for a refit, whether to sell – your Burgess Brokerage team is the authority on the superyacht market.

### LIFECYCLE PLANNING

Be as spontaneous as you like in the enjoyment of your superyacht, and let us work out when and how to programme essential changes.

### JOINED UP REPORTING

Simplify and control the financial aspects of running a superyacht, with one consolidated Burgess invoice for everything from fuel to fishing permits.

### GENERATE CHARTER VALUE

Charter your yacht for a whole season or just offset running costs with a few weeks each year, with advice and marketing from Burgess Charter Management.

### PROTECT YOUR INVESTMENT

Optimise the value of your yacht, in your life and in the marketplace, with professional risk management and long-term preventative maintenance.

The launch of the Burgess Total Yacht Management capability is an obvious next phase in the strategic development of the company's services. Yet this one small step for the global market leader could be a giant leap for the market.

By Carrie Worrall

From the first twinkle in your eye as you contemplate your first superyacht, to an eventual re-sale as you upsize or move on, Burgess offers an in-house service for every stage of the superyacht ownership lifecycle. Yet, due possibly to the quiet discretion that has characterised Burgess for the past thirty years, this breadth of expertise is not as widely lauded as it might be.

“I am amazed how many of the people we talk to still think of us only in one context,” says Chief Executive Jonathan Beckett. “To some, we are a brokerage house. To others, a yacht charter company, to others a yacht construction specialist. In fact, we are all of these things and have been for many years.”

Strategically, this gives Burgess an unrivalled opportunity to implement a more joined-up service. Strong teams are already established in sale and purchase, new construction, shore-based operational management, retail charter and charter management. Now they are being united, into a one-stop Total Yacht Management service.

Beckett again: “It’s about seeing things from the owner’s point of view, to provide a package that’s transparent, accountable and clear, to make yacht ownership less complex and more pleasurable.”

This is possible at Burgess (and probably only at Burgess) because experts in each discipline are directly employed rather than sub-contracted. Three or four different divisions can therefore work together seamlessly, providing a neater point of contact and a consolidated solution for superyacht owners.

For Brokerage Director Tim Wiltshire, the key to the success of the Total Yacht Management offer is “the unique pool of expertise that exists within the company, particularly in operational management and charter management. This is where the real opportunities lie to deliver a better service to owners.

“We manage the charter programmes of around 60 of the world’s most prestigious superyachts, many of which are also under Burgess operational management. Where we provide both charter and operational management together, this has proved to be a very strong, efficient and beneficial package to owners, captains and crew. We know it works, and we think all superyacht owners should know it too!”

**One of the real advantages is that Burgess offers everything in-house, with no hidden agenda, no hard sell, no over-reliance on commission.**

Mark Binnie heads up the Burgess Operational Management division. He points out that what seems simple from a Burgess point of view might require a shift of attitude elsewhere.

“There is a myth ‘out there’ that it is somehow better to have a completely independent operational manager, as if there will be some commercial pressure or conflict of interest if your operational management is handled by the same company that can provide technical expertise, charter management, and can even help you sell the yacht or build a new one.”

Is it a myth? “Yes!” Mark Binnie is emphatic, and Charter Management Director Neil Moore agrees: “By joining up the service, we make sure that the left hand knows what the right hand is doing. We can obtain a clear picture of the whole lifecycle of the yacht and what the owner is planning.”

Moore’s department can share feedback from charters directly with the yacht’s operational manager, allowing potential problems with yacht or crew to be spotted sooner and prevented. In return, Binnie’s operational team can plan essential crew training, refits, inspections and maintenance works around the utilisation of the yacht, protecting the chartering revenue stream without compromising safety.

**“Saying you need a completely separate operational manager, is like saying you will work better if you keep your left hand and right hand completely separate. You may as well tie one behind your back.”**

Binnie confirms that “in over two decades, there has never been the slightest commercial pressure, just commercial benefit to our owners.”

After all, unlike brokerage or charter management, the operational component of the Burgess consolidated Total Yacht Management offer is provided on a fee basis. Binnie is clear that the operational remit is “to keep the yacht safe, secure, operating legally and properly, manned by an appropriately trained and qualified crew, with all the relevant certificates, tests and checks in place to protect owners from the risk of public liability suits.”

“By working together, we can make sure that administrative and legal issues are not compromised by a charter, and that charters are not compromised by technical or administrative issues.”

Of course, not every owner wishes to charter. Many Burgess clients enjoy the benefits of our operational management service, but prefer to retain their yacht exclusively for family and friends. The joined-up Total Yacht Management service allows flexible options, tailored to the exact requirements of each owner.

As Tim Wiltshire says: “The principle is simple: one owner, one service – no matter which components of Burgess expertise an owner requires, we provide one point of contact and one integrated service.”

Neil Moore outlines the benefits of chartering. “Generally, owning a superyacht is not a money-making venture. A yacht is a sizeable and costly asset to run, but some operating costs can be offset with a carefully designed charter programme.”

“Our aim is to create an income stream for the yacht, in keeping with the requirements of the owner. It is possible to cover the cost of insurance, berthing fees, crew and routine maintenance, for example, although probably not the major capital outlay that is required every few years, such as repainting, compliance inspections, refits and engine rebuild.”

**Burgess is one of the only companies that can provide an all-in service to owners, optimising the utility of the yacht, providing a revenue stream and maintaining standards.**

Neil Moore knows that maintaining standards is not just about polishing the brightwork. “A sensibly paced charter season can provide much-needed motivation for the crew if an owner doesn’t spend much time on board. Chartering keeps the crew on their toes and, although you might think it will add to wear and tear, it actually makes sure that the yacht is kept in good order. If something needs attention it will be seen to immediately.”

Charter management and operational management do go naturally hand-in-hand in terms of continuity of service. But the strength of the Total Yacht Management offer goes beyond these two departments, taking in sale and purchase, new construction and retail charter too.

Neil Moore points out that Burgess has a very active retail charter department, representing clients wishing to charter yachts. “The Burgess charter team’s input can help us improve the charter performance of the yachts we manage.” Once again, this understanding of both ends of the marketplace comes from an integrated service and benefits both owners and charterers.

Meanwhile, at the other end of the process, clients benefit from the immense experience of the technical and engineering experts who are closely involved with shipyards, designers and manufacturers at the cutting edge of technology and yacht design. “We can share the latest know-how around the fleet,” explains Mark Binnie. “If something crops up on one yacht we can immediately alert our other yachts and prevent a repeat. That ranges from technical issues to changes in anchorage rules or customs charging.”

**With Total Yacht Management, Burgess continues to drive professionalism and commercial acumen into a market where enthusiastic amateurs once ruled.**

“Of course, Total Yacht Management is simple, efficient and provides a first class service to our clients,” explains Jonathan Beckett. “But those things are a given. You would not expect anything less. What is different about our Total Yacht Management solution is that it is designed to help owners make confident, correct investment decisions. Not just at the point of purchase, but throughout the lifecycle of the yacht.”

“Through Total Yacht Management, we can provide better accountability with a holistic picture of the yacht, and remove a great deal of the risk and time burden from an owner. It makes commercial sense, and frees up the owner to enjoy the yacht more. After all, yacht ownership is supposed to be fun!”

**Please contact Mark Binnie or Neil Moore in London to learn more about the Burgess Total Yacht Management service.**

## BURGESS TOTAL YACHT MANAGEMENT

### ✦ Consolidated reporting and accounting

A consolidated account offers full transparency and efficiency. For example, charter revenue can directly offset the cost of planned maintenance programmes.

### ✦ The full freedom of yacht ownership

With a single point of contact, you can make the best personal use of your superyacht, with as little or as much charter availability as you wish.

### ✦ Long-term, lifecycle planning

We can integrate essential refits, inspections and service intervals into a single schedule that reduces disruption and cost.