

BURGESS HAS ONE OF THE MOST EXPERIENCED CHARTER MANAGEMENT TEAMS IN THE BUSINESS, WITH OVER 50 SUPERYACHTS IN THEIR MANAGED FLEET. SO WHAT EXACTLY DO OWNERS GET WHEN THEY SIGN UP? NEIL MOORE, HEAD OF BURGESS CHARTER MANAGEMENT, EXPLAINS ALL.

team

work

The Burgess charter management department has a mission: to optimise the charter potential of every yacht, in accordance with the owner's specific brief.

"We offer a very individual service, tailored to each owner," begins Neil Moore, who has led the charter management division at Burgess for over 12 years. "We play a diplomatic role, really. It's very personal."

"Each owner has different ideas about how the yacht's charter programme should operate and what level of involvement they want."

As he starts to explain the charter management role, it seems amazing that Moore is so relaxed! This is clearly not a simple matter of keeping the calendar straight.

"Chartering is not a business proposition for most owners," he says. "It's a lifestyle issue. The yacht is a personal environment, an extension of their home, and the majority of owners are very particular about who charters their yacht. We have to be selective and respect the owner's wishes when it comes to the configuration of the charter group or the number of guests. Some yachts are not really suitable for having young children aboard, for example, while others may not accept corporate charters which involve a lot of entertaining."

It is not just about optimising revenue. "Sometimes we'll get a request for a three week charter, from good clients, in the right location, and the owner will still refuse the charter because it conflicts with the family's private use of the yacht."

"Some owners use their yachts extensively and only want to charter for two or three weeks of each season, which is fine. We can easily work charters around an owner's schedule providing we have a clear brief."

Arriving at a customised Charter Management Programme for each yacht begins with face-to-face contact. Neil Moore and his team clock up a lot of air miles regularly visiting yachts, captains and owners to make sure that the contract is set up correctly from the outset, and that the service lives up to expectations. "We always have two charter managers assigned to each yacht, so that if one is away, there is always someone on call who knows the yacht and the captain."

After that, it's about promoting the yacht, selectively and effectively. "When we sign up a yacht, we are responsible for filling the charter calendar by promoting the yacht, not directly to the public but to the trade, both to our own in-house charter brokers and to other brokers in the industry who have the right calibre of clientele."

"Every yacht in our Charter Management Programme is presented in the right way, in the right place, at the right time and to the right people"

The department delivers high quality literature and advertising, trade shows, open days, day sails and lunches on board, supported by the powerful Burgess marketing machine with its worldwide media and press contacts. Of course, the manner in which a yacht is promoted will always reflect the owner's own wishes. "Some owners ask for a high profile publicity campaign with a wide marketing reach," says Neil Moore. "Others prefer a low key, under-the-radar approach."

"The relationship with the captains is just as personal, and an important part of our job is to support our captains in every way we can. We generally act as the interface between the charter client's broker and the yacht. Some captains like a lot of help from us, others operate more independently."

"One of our main roles is to unburden the yacht's captain of the administrative work involved in setting up the charter: fielding calls, sending out information, co-ordinating charter schedules, delivery fees and contracts."

Neil Moore sees the Burgess charter management department as an extension of the yacht team. "At the end of the day, the captain has to deliver the charters. We have to include him in our negotiations and reflect his viewpoint: if he says something won't work, it won't work."

As well as the owner's own private use, charter calendars also have to take account of shipyard slots for refit or maintenance work. In the later stages of a new build, the charter management team will work with the yard and engineers to ascertain the yacht's availability for charter. Then there are the legal and contractual aspects of the role, making sure the yacht complies with the appropriate codes of practice, charter regulations and insurances. The department also handles all tax and financial transactions relating to charters.

If you thought charter management was a summer job, think again. "The summer is busy with organising, co-ordinating, following up and problem solving. In the winter there are Caribbean, Indian Ocean and Australian charters... and all year round we are in dialogue with owners and captains, analysing recent charters and discussing their future plans for the yacht."

"What sets Burgess apart is the quality of service and level of attention that we dedicate to each yacht."

Neil Moore sums up the Burgess approach to charter management: "We work as a team with the crew, captain and our corresponding brokers to provide the best income for the owner, the best reputation for the yacht, and the best experience for the charterer."

BURGESS

OPTIMISE YOUR YACHT'S CHARTER VALUE

Chartering under the professional management of the Burgess team can help offset your running costs, keep the yacht in peak condition and your crew motivated. The most successful charter yachts offer the following:

- > A relatively neutral interior style and décor
- > The optimum number of guest accommodations: 12 in 6 or more cabins
- > First class presentation, with the whole yacht well-maintained and pristine
- > An experienced, charter-oriented captain who genuinely enjoys the hectic pace of a charter yacht
- > A professional, hotel-standard interior team, including a high calibre chef
- > A comprehensive inventory of watertoys and good audio-visual and communications facilities
- > Good availability for charter, particularly in peak season (July/August and Christmas/New Year)
- > Popular locations for charter: Mediterranean summers, Caribbean/Indian Ocean winters

Burgess currently represents approximately 50 yachts between 30 and 95 metres in our Charter Management Programme. We are always delighted to advise further on our charter management services. Please contact us for a customised appraisal of your yacht's charter potential.



HELENE REINDERS



TRACEY ROGERS



NOONA AYRES



LOUISE PIKE



LAURA MASTERMAN

CHARTER MANAGEMENT