

BARNES

YACHTING

Before You Buy a Yacht, Read This

A Private Acquisition Guide for Serious Buyers

How UHNW buyers structure yacht acquisitions to protect capital, privacy, and resale value.

Private Guide | Confidential Distribution





Why This Guide Exists

A yacht is a high-value asset acquisition, not a discretionary lifestyle expense; it is a complex purchase involving capital preservation, privacy, and long-term liquidity.

Most buyers rely on public listings and fragmented advice, which often leads to costly errors.

BARNES Yachting advises UHNW clients globally on acquisition, resale, and asset strategy across the world's most established yachting markets.

We have global reach, discreet advisors and off-market expertise that crosses land and sea.

The Reality Behind Public Listings

What Listings Never Tell You

- Asking prices rarely match final transaction values
- Underlying operational or ownership problems
- Listing histories often hide failed surveys

Why Public Data Alone Creates Asymmetric Risk

Public listing platforms present structured data: year, builder, length, engines, location, asking price. What they do not reveal is often more commercially significant than what they show.

- Transaction history opacity
- Survey & technical history gaps
- Ownership motivation
- Operating cost exposure

Information asymmetry favours sellers, unless properly managed.





Why Yacht Purchases Quietly Fail

The Deals You Never Hear About

Key points:

- Failed surveys and underestimated refit exposure
- Inadequate legal, flag, or tax structuring
- Misaligned expectations between buyer and seller
- Financing and timing risk

Most failed acquisitions were technically “available” until the final stages. Experienced buyers structure risk before committing capital.

Understanding True Ownership Costs

Beyond the Purchase Price

Breakdown:

- Operating costs (crew, maintenance, insurance, berthing)
- Capital expenditure and refits
- Tax, VAT, and compliance considerations
- Capital allocation strategy and exit timing sensitivity

***BARNES Yachting models total cost of ownership before
commitment for peace of mind.***





Liquidity, Exit Strategy, and Resale Value

Protecting Resale Value Before You Buy

Key points:

- Specification & build decisions that affect future demand
- Flag, class, and compliance decisions that impact resale
- Market timing and buyer pool dynamics

Liquidity is engineered at acquisition, not negotiated at exit.



Off-Market Access and Discretion

Why the Best Yachts Are Rarely Public

Key points:

- Private seller mandates
- Relationship-driven access
- Controlled visibility to protect value and privacy

Discretion protects both asset value and personal reputation.





The BARNES Yachting Acquisition Process

Our Proven Acquisition Framework

Steps:

1. Strategic brief and asset objectives
2. Market mapping (on and off-market)
3. Technical, legal, and financial due diligence
4. Structured negotiation with downside protection
5. Delivery, onboarding, and long-term advisory

A methodical and secure approach, always.

Why BARNES Yachting Is the Logical Choice

Advisory, Not Brokerage

Differentiators:

- Buyer-first advisory mandate
- Global UHNW real estate and yachting ecosystem
- Discretion, privacy, and controlled visibility
- Long-term asset strategy, not transactional sales

Most of our acquisitions are never publicly announced.





***Every acquisition begins with
a confidential strategy consultation.***

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