



BOATHOUSE AUCTIONS LAUNCHES UNIQUE ONLINE YACHT AUCTION PLATFORM

Platform Offers Greater Liquidity for Owners and Brokers, Value for Buyers and a Convenient, Secure and Private Online Experience for All

FAIRFIELD, CONNECTICUT, September 6, 2018 -- As the 2018 fall boat show season kicks off, [Boathouse Auctions, Inc.](#), proudly announces the launch of its yacht auction platform focused exclusively on high-quality vessels.

According to *YachtWorld*, the world's largest yacht multiple listing website, average days on market for high-quality vessels often approaches and sometimes exceeds a year. This number rises sharply as vessel size increases. A recent *YachtWorld* Market Index reported vessels 46' and larger averaged one year or more on the market, with 80'+ sailing vessels topping the chart at 867 days.

"Whether it's a client focused on the time value of money or alternative uses of capital", said Jack Mahoney, co-founder of *Boathouse Auctions*, "or one with a life change, or an eye on a new vessel, owners of high-quality yachts facing a journey longer than desired have a dilemma – they're faced with further price reductions or more hope."

"Our premise is straightforward: if an owner knows their bottom line, as they typically do, why not bid the price up from there?" says Peter Amos, co-founder at *Boathouse Auctions*. "Rather than chasing a market in hopes of finding a single prospective buyer over a long period of time in a process that could have little urgency, why not consider an [auction](#) where prospective buyers compete over a six-week period?"

Boathouse Auctions solves the problem of time. By working exclusively through yacht brokers, they bring owners and buyers together on a secure, private and transparent online auction platform.

Chad Roffers, Chairman of international luxury real estate company [Concierge Auctions](#), agrees with the broker-loyal approach and need for liquidity, "Online auctions in high-end asset classes have risen sharply since 2012 as owners of high-quality assets are looking for time-certain solutions, valuing liquidity as an asset versus the reality of a long and uncertain sale process at a significant cost to carry."

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About *Boathouse Auctions, Inc.*

Boathouse Auctions provides vessel buyers with greater value, owners with liquidity and a time-sensitive solution, and brokers with commission protection in a private experience that's efficient for all. See listings, submit vessels, and learn more at:

<https://BoathouseAuctions.com/>

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