

IN-SITE

INSIGHT FOR OWNERS & CAPTAINS FROM JMS INTELLIGENCE

APRIL 2018 - YACHT MANAGEMENT

5 TIPS TO FINDING THE RIGHT YACHT MANAGEMENT PROVIDER

AND WHY SO MANY OWNERS MISS OUT FIRST-TIME ROUND



A man in a white shirt is looking down at a large architectural plan or blueprint spread out on a boat's deck. The background shows the boat's structure and equipment.

N°1 REASON OWNERS CHANGE PROVIDER...

When they start to realise their on-shore support is creating **more** work for their Captain rather than freeing him up. That's when the numbers stop adding up.

FRANC JANSEN
FOUNDING DIRECTOR
JMS YACHTING

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BEHIND CLOSED DOORS...

THE SECRETS TO UNCOVERING QUALITY YACHT MANAGEMENT

BY FRANC JANSEN

Yacht Management, properly executed, is designed to support Owners and Captains in the efficient and effective running of their yacht.

At its best, working hand-in-hand with each Captain, it can deliver **important economies of scale** for the Owner on surveys, maintenance and refits and provide for the most efficient and effective operational, financial, administrative and ultimately, **safe**, running of the yacht all year round.

But that is reasonably obvious.

The real difficulty for most Owners is knowing where to start when seeking out a **competent provider** able to deliver on that dream.

When they first decide to go for yacht management, clients are forever telling me how just about every company seems to offer the exact same thing.

And it's true. At its purest, much like private banking or real estate, we all offer pretty much the same services.

That's the first hurdle for Owner's to get over. The secret to uncovering the right provider lies not so much in the services they provide but rather the level of expertise, experience and competence that lies behind how they provide them.

“THE SECRET TO UNCOVERING THE RIGHT PROVIDER LIES NOT SO MUCH IN THE SERVICES THEY PROVIDE BUT RATHER THE LEVEL OF EXPERTISE, EXPERIENCE AND COMPETENCE THAT LIES BEHIND HOW THEY PROVIDE THEM.”

In this Help Guide we have selected the Top 5 tips to finding the right management provider for you, but before we go into those, I think it is useful to understand what it is about some management providers that forces so many Owners to change. What is it about those providers that isn't working for Owners, what are the weaknesses you can be looking out for or pre-empting in your own search for an effective provider?

One scenario that comes up time and time again is when the Owner feels a provider has turned out to be divisive, distracting and expensive. When the provider starts to get in between the Owner and his Captain rather than working with both together.



“My whole working life I have been building quality yachts and the Heesen brand to what it is today. I turn to Franc and his team to manage my own yachts. They cut through the nonsense in yachting providing me with the extensive support I need, software that works and proper yachting experience I can respect. Over the many years we have worked together Franc has saved me effort and money.”

Frans Heesen

Multiple yacht owner & founder of Heesen Yachts

For more on JMS Management [click here](#)

For a personalised management quote for your yacht or more on how we support our Captains and clients go to www.jmsyachting.com or contact us now on: hello@jmsyachting.com or call +377 97 70 01 73

That is also a common complaint about management companies from Captains, made all the worse when Captains come to the reluctant conclusion that their on-shore yacht manager knows less about yachting (or even yachts) than they do. It is an instant recipe for tension and conflict and it slows operations and decision-making right down.

In fact, it often leads to another reason for Owners changing providers: that moment when Owners realise their Captains are doing pretty much all the work, or at least having to double-check all the work, being supplied by the provider. That's a completely pointless scenario given yacht management is there to **free** Captains from some tasks and concerns – not add to them.

Another regular complaint is when an Owner feels too many situations are arising which he feels could have been pre-empted, or at least better prepared for, and which are resulting in lost charter or Owner time on board and are even incurring added costs. This happens a lot when a yacht manager and Captain are not seeing eye-to-eye and sadly, that is often the case when the yacht manager simply hasn't had enough experience in the business.

But perhaps the N°1 reason Owners decide to change provider is when they feel the numbers just don't add up any more.

Obviously there is a fee for yacht management support but so often Owners just don't see what support and expertise is being provided for them to justify that fee. Owners often feel that it is, at best, an arduous task, at worst a darn near impossible one, to get to see what is being spent in real time on their yacht's operations and management. They frequently have no idea what the money is being spent on or even what potential costs have been saved. In effect, they feel like they are working in the dark - and no Owner I know appreciates that feeling.

So taking these common complaints on board, here are our TOP 5 TIPS TO SECURING THE RIGHT MANAGEMENT PROVIDER FOR YOU.

Obviously, if you are looking for yacht management support today I would love for you to give my team at JMS a chance to pitch for your business and show you how our clients not only have access to their accounts 24/7 but how our software and reporting reveals all actions, strategy and forecasts in real time.

But frankly, whether you use us or not, these tips will help you avoid the first-time errors many Owners fall victim to in their hunt for proper yacht management.

May they serve you well.

FAST READ

TOP 5 TIPS TO SECURING THE RIGHT MANAGEMENT PROVIDER FOR YOU

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PURELY MANAGEMENT OR FULL-SERVICE?

There are two types of company you can work with – those who offer yacht management and nothing else, and those who also offer brokerage or charter or both. For me, the point to be aware of here is that there is no automatic correlation between either type of company and the quality of expertise and service they provide. There are some full-service brokerage houses with very competent yacht management teams and equally some management-only providers with relatively poor expertise. **So don't let any of that sales spiel throw you either way.**

Equally it is no guarantee of quality or expertise that a company has been in business for years or, conversely, is new to the industry. There are many companies out there who have somehow managed to survive for years providing (at best) an average service to clients. Equally there are some new companies who have recruited some very experienced talent (and I would like to include JMS in that sector) who are providing some outstanding service. So don't let longevity sway you. **in yacht management it's the quality of the people that matters.**

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PICKING OUT YOUR TOP PICKS

In deciding which companies to approach, it's always best to start by asking friends and colleagues (with similar yachts to your own) who they use and whether or not they are happy with them and why. Use your social feeds to ask for recommendations and include your Captain's insight and opinion in the mix. If you know any sales brokers ask them – no broker worth his salt is ever going to recommend a poor yacht management company to an existing or potential client – they risk losing your future business otherwise.

Get online and Google yacht management providers. Check out their websites but don't stop there, check to see what is being said about them online and on social. Then pick five companies and ask them to send you some information about their services. Look to see how they respond, how quick their response came back and what they have to say. Then pick the three you feel look best and arrange to meet up.



FASTREAD

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MEETING YOUR SHORTLIST

The important point here is to bring your Captain, and maybe even your Chief Engineer, with you. After all, these are the guys who will be working most closely with your management provider and they know what level of help they need.

Key questions to ask:

- How many yachts do they manage similar to yours and how is the workload and workflow organised?
- Why do they want your business and what are they prepared to do to get it and, importantly, keep it?
- How do they feel you would benefit most from working with them?
- What are the most frequent problems they have to deal with when working with yachts like yours and how do they approach them?
- The background of the team – have they worked on yachts or ships before and in what capacity, what qualifications do they have, how long have they worked in yacht management?

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FACE-TO-FACE

It's normal that in any sales presentation like this, any company will put its best people forward to talk with you and answer your questions. Which is great, but what you really want to know is: who is actually going to be managing your yacht if you do work with that company? Ask to meet that person and ensure your Captain and Chief engineer ask all the questions they have to get the answers they need.

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TRUST

It may seem a little obvious but, having followed the above tips, I feel it is still worth bringing up as the N°1 Tip for unearthing the best provider for you – go with the people you would most want covering your back in a disaster. And if your Captain, Crew and the provider are worth their salt, hopefully you will never have to put that to the test.