

Rudders & Moorings Yacht Sales LLC



December 2011

To see the latest list of boats for sale, go to: www.ruddersandmoorings.com

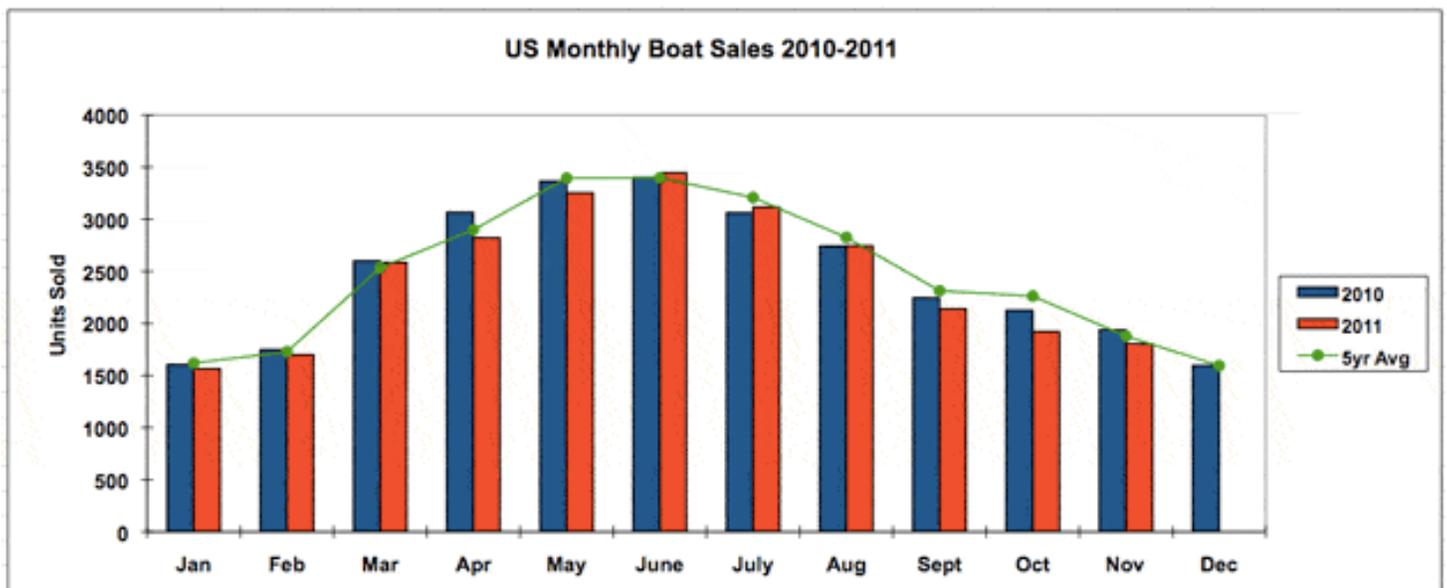
=====

WELCOME TO THE DECEMBER EDITION OF THE BOATERS NEWSLETTER

=====

BUSINESS

We would love to tell you that the worst is over, but the economy is still hurting, which we know is no surprise, and with that the number of people buying boats is still low. Here are some numbers from John Burnham, Editorial Director of Dominion Marine Media.



The number of boats sold declined 7 percent, from 1,936 boats a year earlier to 1,805 in November. The total value of boats sold fell much further, by 49 percent, from \$387 million to \$199 million. A significant part of that decrease was the result of a 50-percent drop in superyacht sales (boats over 80 feet).

You can read the full article here:

<http://www.tradeonlytoday.com/home/517462-brokerage-sales-drop-in-november>

So, times are tough, and there's a well known philosophy that says the time to invest is when the markets are down. So, that's exactly what we are doing.

What Are We Doing?

For anyone reading this who has listed their boat with us, we are now investing in getting your boats displayed on over 40 sites here in the US and world-wide.

We also continue to look at new technologies to gain attention. One such technology is a new way to display boats on Craigslist. While not being huge fans of Craigslist due to their focus on local markets only, and poor Google Search Engine results, we are exploring ways to stand out in the crowd. Take a look at this recent Craigslist ad that we ran and let us know what you think:

<http://providence.craigslist.org/boa/2753078059.html>

We would be glad to create your Craigslist ad this way.

We continue to drive buyers (and curiosity) to our Facebook page at:

<http://www.facebook.com/pages/Rudders-Moorings-Yacht-Sales-LLC/127030210730170>

We continue to gain followers on Twitter: <http://twitter.com/#!/RMYachtSales> over 6,700 people following us and receiving the information we send to them regularly.

And boat videos on our YouTube Channel at:

<http://www.youtube.com/user/RuddersandMoorings?feature=mhee>

Personnel

We are also extending our ability to cover markets personally by adding new brokers in strategic locations. We have added more brokers in the Boston market, in Connecticut and more recently in South Carolina and New Jersey. This helps us grow the company which allows us to continue to expand our marketing reach to find more buyers for your boats.

So, yes, it's tough sledding right now, but we are far from just sitting back and waiting to see what happens. We're taking action!!!

FUN STUFF

It's always good to take a break. We have found some really interesting and fun videos and articles associated with being on the water, and would like to share them with you. When you have some time to spare and feel like relaxing – we hope these are as much fun for you as they were for us.

Saving A Whale

Wouldn't you love to be involved in something like this? It's an 8 minute video but worth watching until the end to see how this "wild" animal reacts to what these folks on the boat were able to do:

<http://www.youtube.com/watch?v=EBYPlcSD490>

Deer Swimming For Deer Life (Spelling deliberate)

Whoever would believe that normally skittish animals would do this?

http://juneauempire.com/stories/100810/out_717573934.shtml

Click Back/Next to see all the photos.

Stupid People Tricks

Perhaps not boating related, but definitely water related. This "may" be completely safe, but it sure looks like something that can VERY easily turn tragic.

<http://www.youtube.com/watch?v=r1inueBSwko>

Racing aboard the J-class sloop Valsheda off Newport.

World famous yachting photographer Onne van der Wal provides some wonderful shots aboard Valsheda.

<http://vimeo.com/30797380>

Scary Sailing Photos

A lot of folks consider sailing to be a leisurely pastime, but when you go racing it can be quite dangerous. Take a look at some scary looking sailing photos.

<http://www.facebook.com/media/set/?set=a.145742722192252.22352.127030210730170&type=3>

Unbelievable Frisbee Catch.

Wow, now this looks like fun.

<http://www.youtube.com/watch?v=B4RVwNLjlqY>

Messing About On Boats

Very small boats – don't want to hit a wake in one of these:

<http://www.youtube.com/watch?v=WoM9LxiupkQ>

Underwater Art Exhibit

Now this is really creative:

<http://www.youtube.com/watch?v=kHQuP4uleaE>

You can see each painting and descriptions here:

<http://www.facebook.com/media/set/?set=a.146298245470033.22431.127030210730170&type=3>

That should keep everyone occupied for an hour or so. Hope you enjoyed them. If you have any that you would like to share with our boating community, please post them via our Facebook page – Rudders & Moorings Yacht Sales LLC., and we will try to publish them in our next Newsletter.

NEW BOAT LISTINGS & MAJOR PRICE CHANGES

You can see all these at www.ruddersandmoorings.com but we'd like to highlight just a few of them here for those of you that are in the market.

36' Carver 3608 Aft Cabin Motor Yacht



<http://bit.ly/Carver3608>

MAJOR PRICE REDUCTION – Now only \$49,900

33' Willard Troop Carrier



<http://bit.ly/WillardTroopCarrier>

NEW LISTING - \$65,000

65' Harker's Island Rhodes Craft



<http://bit.ly/HarkersIsland65>

MAJOR PRICE REDUCTION - **\$149,000**

2003 24' Vanquish



<http://bit.ly/2003Vanquish>

NEW LISTING AND PRICE REDUCTION - **\$49,500**

28' Regal 2860 Commodore



<http://bit.ly/Regal2860Commodore>

MAJOR PRICE REDUCTION - \$38,000

You can view all available boats on our web site:

www.ruddersandmoorings.com

Remember, if you're buying a boat, and it's not one of our current listings, let us do the legwork for you. There is no charge for this service, so just tell us what you are looking for and let us go to work.

Well, that's about it for another edition of *The Boater's Newsletter*.

As always your feedback is always appreciated, both good and bad. Without feedback you are leaving it up to us to decide what to put in the Newsletter, so your comments are more than welcome.

From *Rudders & Moorings Yacht Sales LLC*
wishing you all the best for this holiday season, and as always,
whenever you get out on the water – stay safe.

Larry, Rob and John