



Expand Your Horizons...

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BYA

Because you asked...

What is commissioning?

Don't settle for 2/3 of a boat!

You agonize over choosing the boat that offers the best fit for your needs. You arrange financing and place your order with the dealer. Then you sit back and rely on the dealer to put your boat together...

Commission Order Choose

(Commission it.) Most likely, the dealer orders all, or most everything from the factory. When the boat arrives, he bottom paints it, steps the mast and runs a cursory check on the equipment--and declares your boat commissioned! The reality is that your boat is only 2/3 of the way there once it's ordered!

Commissioning shouldn't be a one size, fits all, proposition, with the Salesman acting like a one man band (right) trying to coordinate everything while in reality, he just wants to move on to the next client. BYA takes a team approach. We call it the 5 star commissioning process. We don't have one tool fits all, we rely on a team of dedicated professionals from the beginning.



We have a team of experts in every field. It's like having a well ordered and complete set of tools, rather than just a Swiss Army knife.



Our process starts with a commissioning meeting between you and our team at least 30 days prior to your boats arrival. This includes our business manager, project manager, and engineer--who meet you face to

face, or via an internet Skype session. Each person in our team is a dedicated expert who has been working with us for years. BYA has commissioned more Jeanneau's and Fountaine Pajot's in America than any other dealer—20 years with Fountaine Pajot and 25 years with





Jeanneau. Because we commission private boats as well as boats for charter, we get more feedback than other dealers. Because we commission such a substantial volume of boats, we can reduce costs by sharing common expenses.



Our operation is more like having an orchestra leader (Our commissioning manager—Mark Simms) lead the process to create a full symphony, rather than having the *cacophony* of a one man band. As a bonus, you deal with knowledgeable specialists every step of the way.

What is 5 star commissioning?



Commissioning is an entire process, not just a make-ready (like with cars). Yes, it does include receiving the boat, checking it over, and rigging it—and that's about the extent of what most dealers offer.

Most dealers say, pick two.



BYA says, "You can have all three".

5 star commissioning starts with an experienced sales team that has spent time on the boats, at the factory and consulting with clients and end users. They visit the factories regularly to gain the latest information. But, in addition, they cruise on, and deliver the boats we sell. They have continuous hands on experience. They do a sea-trial with every owner getting direct feed back. They are your point person. Our team of four has over 115 years of experience. Between us, we can answer most any question—from hands on experience.

Kris Vereen is our business manager who coordinates your order and subsequent changes with the factory. She keeps the schedule and coordinates the various vendors who are involved.

Mark Simms is assigned as your project manager and over sees the actual



commissioning process, and handles the coordination of vendors in the field.

Ken Krasco is the owner of Electronic Marine Systems. We have worked together for 24 years. Ken is a part of the team, along with Mark, Kris and the Sales Associate, that interviews you to understand your requirements, and then makes recommendations for equipment. He and his team does much of the equipment installations on your boat.

So, what does the process look like?

1. Even before you make your choices, our team has put together packages to help you with your decision. In addition, we review the equipment available, and analyze what worked well in the past—based on our analysis, we add equipment to our option list. Generally this list offers at least 5-7 pages of choices.
2. At some time, you and our Sales Associate put together a package that works for you. We can guarantee you a quote within minutes—not hours or days, because of our packaging and experience.
3. Generally, about 30 days prior to scheduled settlement, we will have an in-person or on-line meeting with you to review your choices so far, answer your questions and make recommendations. We call this the “Pre commissioning meeting.” Among other things, if you decide to add equipment, there is still time to get it included in the financing.
4. When your boat arrives, we go over it with you, and at that time discuss the placement of



equipment like fans, extra light fixtures, speakers and entertainment equipment, etc, etc. This is accompanied by Mark and Ken blue taping locations and making notes of your preferences-see pix left.

5. Kris will keep a log of your project as it advances, and answer your questions.

6. Finally, when all is complete and checked, you will schedule a day for the handover. At this time, Mark, Ken and your Sales Associate will spend as much time as necessary, familiarizing you with your new boat and it's systems. In many cases, some final adjustments may be needed, and these will be logged

and attended to.

7. After you take possession, if the boat is going into one of our charter fleets, you will meet Jim who will be your on-going service manager while the boat is in charter. Whether it goes into charter or not, Kris and Mark will continue to follow up on any service items, or warranty needed.

Now that's 5 star commissioning. Customizing your boat to your requirements, and then mutual communication to insure optimum results.

With most dealers: (Unlike them, *we also have at least 20 boats on display and for charter at all times with every conceivable option and variation to help you with your choices.* Don't settle for just looking at brochures—see the boats, equipment and variations at our office in Annapolis. You can even, Try before you buy!.) Now, with most dealers:

1. You check off Bimini on the Mf option list. Your choices? Will it be blue or tan?

With your 5 star commissioning package, you will have your choice of canvas packages. (Pix below). This will likely include wheel and winch covers. Your choice of Sunbrella fabrics (Not just polyester, but long lived, Sunbrella which lasts at least twice as long with Literally hundreds of colors and styles to choose from) with matching or contrasting piping. You can have a standard dodger or a custom, California dodger (All panels remove for warm weather sailing, while still giving you rain and sun protection forward in the cockpit). Hand rails, extra braces, choice of plastic for windows, windows in overhead with covers to see the sails, and much more. Our canvas fitter will literally measure you in the cockpit and talk about the way you move around so you will have headroom where you need it, no interference of poles with winch handles, etc. Packaged the way we package them, your combination of Bimini/connector/dodger with extra covers will be about the same price as standard factory canvas.

2. Cockpit cushions? Your 5 star program will give you the choice of fabrics, foam, design, backrests, and much more.
3. During the commissioning meeting, we will discuss how you will use your boat (lots of anchoring out, marina to marina, self sufficient, etc.) and review the electrical loads so we can make suggestions for upgrading battery banks (battery monitors are in most of our packages already), adding wind or solar power, how big an inverter/charger (Included in most of our packages), sizing of the generator (Always choosing brands that can be serviced anywhere in the Caribbean or on the East coast as our priority).
4. We will also discuss live aboard equipment, watermakers, dive compressors, TV's and/or satellite TV equipment, extra cabinets or lockers. Rigging and sail enhancements. Fun stuff like underwater lights. Communication stuff like cell phone amplifiers, and satellite communications. We will price out anything of interest from multiple vendors and give you choices which we will offer advice on. (In some cases, we can plan future equipment, for example pre-wiring and plumbing for a future washer/dryer.)
5. Other dealers offer to apply your name and hailport in your choice of type styles. We do this, but also offer a full range of graphics to make your boat uniquely your own. (Maybe you don't want to go quite that wild—but you can!)





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At the end of the process, you will not have estimates, but rather firm, guaranteed, lowest prices. Our team members all have back-ups so you will always have someone to talk to, and your project will be kept moving forward. Your project will be on-time and on-budget.

Our canvas (catamaran).
Notice all the covers on monohull

Their canvas

Some customization...



Just some of the Equipment we take care of:



Wind Generator, and enclosure (Catamaran)



Cell phone booster



Custom fabrication—including SS, aluminum, canvas and cabinetry. Shown is a highly customized arch with equipment and custom canvas



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Here's what our clients say...



Chris, My wife and I want to take this opportunity to thank you and the entire staff of Bay Yacht for our recent boat buying experience. We couldn't be happier with the Jeanneau 50 DS. It's a wonderful boat and we are extremely happy with it.

I have bought and sold four sailboats, as well as other power boats since the early 70's. Without a doubt, my experience dealing with you and the Bay Yacht staff including, Bobby Allen, Kris Varen, Jim Martin, and others far exceeded my expectations. Everyone went the extra mile to meet our needs and desires, as well as our schedule.

It's been five months since we bought the Jeanneau and to this day, your team has continued to be there for us. This is truly exceptional service! In

addition to supporting our purchase of the Jeanneau, you went out of your way to make the moving (from Virginia) and listing of our old boat effortless.

I can honestly say this has been the best customer service I have ever had. Should the need ever arise, I would be happy to discuss my experience with others. You may feel free to give my contact information as a



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reference. Sincerely,
Marc P.

A new owner of a Fountaine Pajot 36—comments from Satisfaction report:

- Q.** Knowledge of Product Service and Options **A.**
Chris made this sale for my wife. He provided honest assessments of what we could do and covered options for purchase without pressure. We (my wife in particular) trusted that he was giving us the right information (a feeling she did not get with other dealers we have worked with in the past).
- Q.** Availability and Accuracy of the Information **A.** Always quick turn around of information. Always ...
- A.** Timely and effectiveness of the information **A.** Information was provided quickly.
- Q.** Efficiency of Settlement Process **A.** Whenever a step was due to be processed it was efficient.
- Q.** Timeliness of the Settlement Process **A.** As far as I can tell everything was done to move the boat as quickly as possible. On the plus side, all news was communicated as soon as possible, even when it was bad news. While no wants to hear bad news, it was better to know what was going on. (Boat was late from the Factory due to conditions beyond anyone's control)
- Q.** USC Documentation Process **A.** Quick and painless
- Q.** Explanation of Commissioning Process **A.** Clear
- Q.** Explanation of Options and Assistance with Customization **A.** Clear and helpful (Ken and Mark were very good at giving the pros and cons of options considered –our engineer and project manager).
- Q.** Depth and Accuracy of commissioning information and pricing **A.** Same as above
- Q.** Effective communication thru the commissioning process **A.** Copious e-mails and phone calls-excellent
- Q.** Overall quality of commissioning work **A.** We did our trial sail before all of the work was completed. This was by agreement between Bay Yachts and us—because of my schedule. Mark and Ken worked very hard to get us a working boat and were very thorough on what was left

From Florida,

"...I have been involved in the commissioning and outfitting of three new vessels, the third being a 42' Lagoon (from BYA). Franck Bauguil of BYA did an excellent job as my broker. ... (Engineered Marine Systems---BYA's commissioning agent) gave me excellent and fair quotes on equipment and labor. There were no hidden cost add-ons and (they) did a very high quality, professional job, and most of all, they completed the installation when they said they would by working late and on weekends. I would recommend (BYA) for any of your marine needs." R.

**Jones, Captain, Blue Dolphin Charters. FL
Catamaran**

to be done.

The work that was done was top notch. I expect the balance of work to be the same quality.

Q. Commissioning completed to order when promised **A**

See above - Was promised 4-Nov but we did the turn-over on 29-Oct due to travel constraints for me.

Q. Explanation of Warranty and after service **A** Well explained

Q. Thorough handover process and sea trial **A** By agreement, (because of my schedule)boat was not complete, sea trial was a trip to St Michaels and back

Q. Cleanliness of Yacht at Handover **A** Yacht was clean even with some items that were left to complete

Q. May we refer new clients to you

A. Yes -- S.W., MA.





Expand Your Horizons...

We're there before, during and after the process.

We have commissioned hundreds of Jeanneau and Fountaine Pajot models that sail, literally all over the world, but especially along the East Coast, Bahamas and Caribbean. We have affiliates in most of these areas who can arrange service or support services as needed after the sale.



Our team consists of a number of players, including 4 Sales Associates, Eric, Chris, Rudy and Bobby with a total of over 115 years in the boat business.

Our people have an incredible depth of experience.

Mark, our project manager has been a project manager for many large, racing boat programs. He has overseen the building of custom boats built in the 4 corners of the world. Just recently, he raced the Annapolis Newport race on a Farr 80, below, and his team won the whole caboodle—first in class, first overall.



Ken Krasco, of Engineered Marine Systems has been with us for over 24 years and his team has commissioned 100's of complicated boats for charter, live-aboard, and general sailing. His team includes carpenters, electronic and electrical technicians, and rigging and plumbing experts.



Kris Vereen has been with Bay Yacht Agency for over 8 years and comes from a business manager background. She sails, with her husband Rudy when she's not working. She coordinates commissioning, finding slips, incorporating,

documentation, financing and all of the myriad of other details relating to your success as an owner. Again, when a sales associate is responsible for all of these tasks, there is no backup, and inevitably, things fall in the crack.



Jim Martin, our LGC service Manager has several support people and serves as backup for BYA projects as well as managing a 20-25 boat sailing fleet here in Annapolis. LGC has 3 sales agents to help promote our chartering, ASA sailing



courses, and Try before you buy program—Sam, Ryan and Liz. More at <http://www.lets gocruising.com>

Bay Yacht Agency is one of the most successful dealers in America. We started in 1972 and have been continuously operated by the founder/owner, Eric Smith ever since. BYA is the number one dealer in America for both Fountaine Pajot, now celebrating 20 years together, and Jeanneau, now celebrating 25 years together. We have been in business for over 39 years. We have started the process of becoming an employee owned business so that we will have continuity for many, many years to come.



We turn what you imagine, into reality...



Did I mention that you can own your boat in $\frac{1}{4}$ the time for $\frac{1}{4}$ the price? Go to: www.bayacht.com/invest.htm Learn about how income and tax advantages can help you own for less—even how to have your boat paid off in 5 years, for the same annual cost as a conventional purchaser has to pay for 20!

When you've got BYA covering the last, important third of your boat—the Commissioning process, your only job is to relax. (Shown is our custom catamaran net cover with built in, zip on, closed foam pillows that won't blow away!)

