

OWNERSHIP

Revolutionising yacht ownership

Introducing SeaNet Europe, the company taking the stress out of superyachting

IT'S NOT OFTEN SPOKEN ABOUT, partly because it's better not considered and partly because the good times still far outweigh the negatives, but ask any honest superyacht owner and they'll tell you that there are unavoidable downsides to owning a yacht. The huge initial investment, maintenance bills, depreciation, how much of the year they sit unused, unreliable staff...

Matty Zadnikar of SeaNet Europe, a smart co-ownership programme that enables owners to have a luxury Benetti Yacht without the excessive investment, is more straight-talking. "I have owned yachts my whole life, and while they're great, they are very expensive, and there just isn't enough time to make the most of them. I have long been familiar with the costs and variables that go into ownership, and it occurred to me that there must be a more sensible way of doing it."

The answer came in the way of SeaNet. "It just made sense immediately: co-ownership.

I'm not a yacht broker, so I was approaching this as someone who simply loves yachting and who has owned several yachts, and the idea of sharing appealed to me hugely on a personal level. In fact, how had I been so stupid to not have thought of this earlier?" In today's world, jumping into the sharing economy is wise – just look at the incredible success of Airbnb in transforming the travel industry. Once tiptoed around, co-ownership and sharing have now become commonplace in modern society.

SeaNet limits the number of owners per yacht (one to four) to ensure that each is able to make use of the boat during the peak sailing season, and operates in five destinations: Croatia, France, Spain, Italy and Montenegro. The joy of yacht ownership remains, only without paying to have a yacht moored, unused in a European port while you're in the office. This is the future of yachting – all the benefits and luxury without the stress. ■

HOW IT WORKS (EXAMPLE)

YACHT OWNERSHIP	75%	50%	33%	25%
INVESTMENT	€7,335,930	€4,890,620	€3,260,413	€2,445,310
RUNNING COST PER YEAR	€450,000	€300,000	€150,000	€125,000
ANNUAL USE (WEEKS)	21	14	8	7

