

THE ULTIMATE OCEAN HOME / BEACH ART / DESTINATION: CARIBBEAN

OCEAN HOME

The Luxury Coastal Lifestyle Magazine

FEBRUARY + MARCH 2018

COVER STORY

Crisp, cool design transforms this beach home in Montauk

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DESIGN

MEET ROCKSTAR INTERIOR DESIGNERS JOAN BEHNKE, MARTYN LAWRENCE BULLARD, KATIE RIDDER AND MORE

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OUR TOP COASTAL INTERIOR DESIGNERS OF 2018



SeaNet features brand-new Benetti Yachts



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NETJETS FOR YACHTS?

SKIP THE FRUSTRATION OF YACHT OWNERSHIP

BY BILL SPRINGER

After spending a year onboard his own yacht sailing around Europe, and talking with other owners who shared his frustrations about the excessive costs of owning and maintaining a large yacht, Belgian businessman Matty Zadnikar had an idea. Why not bring the model of fractional ownership that NetJets perfected for private aviation to large yacht ownership?

He founded SeaNet to do just that. And unlike other co-ownership programs providing secondhand yachts with more than 8–10 owners each, Zadnikar understood that many prospective owners want much more than something older and shared. They want to feel like their new yacht is truly theirs.

So he partnered with Benetti Yachts, allowing each SeaNet owner a brand-new

Benetti between 93- and 132-feet long. In addition, SeaNet only allows up to 4 owners per boat to ensure maximum time onboard for all. Everyone receives a guaranteed number of weeks that corresponds to their ownership percentage.

From his personal experience, Zadnikar also recognizes that a yacht is an emotional

purchase, which is why the SeaNet team personalizes every interior element. Installing the owners' favorite linens, family photos, art, and other details ensure that they feel at home.

According to Zadnikar, SeaNet's aim is to launch at least one new Benetti yacht each year, growing the SeaNet fleet across Europe and with an American counterpart. His ambition is to bring together a group of like-minded owners who share the same interests. In fact, he believes SeaNet will become the ultimate global yacht club. And if the success of NetJets is any indication, he may be on to something. ♦

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These fractional ownership programs also offer innovative options.



AV Yachts offer concierge services in addition to ownership programs. avyachts.com



Monacle Yachts offer programs for a wide range of yachts. monacleyachts.com

FOR MORE INFORMATION, VISIT seanetco.eu