



*Mister Z, owned by Matty Zadnikar CEO of SeaNet Europe (pictured right) is a Benetti Delfino 95.*



# SMART CO-OWNERSHIP

*SeaNet offers yacht co-ownership that provides a hassle-free yachting experience through a 5 star concierge service and professional management. In this interview, Matty Zadnikar, CEO of SeaNet, explains what smart co-ownership is all about.*

## **What is SeaNet?**

SeaNet is a smart yacht co-ownership concept that enables those seeking the luxurious lifestyle of owning a yacht to enjoy reduced initial investment, running costs and a completely hassle-free yachting experience. SeaNet Europe is a yachting solution which was developed after spending a year on-board my own yacht in the Mediterranean where I encountered other yacht owners who shared my frustrations of high running costs, ever-changing crews and issues with charter and management. I set out to find a solution and thus SeaNet Europe was born.

## **How does it work?**

SeaNet Europe is a simple concept which enables a maximum of 4 co-owners to purchase a luxury Benetti yacht thanks to SeaNet's exclusive global partnership with one of the world's top yachting companies. SeaNet co-owners can choose 25%, 33%, 50% or 75% ownership. The annual running costs are divided between the owners ensuring

a vastly reduced yearly fee for owning a yacht. SeaNet offers a rotational crew which ensures that all SeaNet co-owners enjoy the very best service and SeaNet are employed as the management company to take care of every element from crew and organizing owners' flights to the port, to ensuring that owners' favourite beverages are on-board. SeaNet ensures guaranteed usage of the boat during the peak European season for every owner, and because I understand the importance of a boat as a personal purchase, SeaNet will fully personalise every yacht before the owner steps on-board, complete with favourite linens, glassware, art and family photographs. I sought a hassle-free yachting experience, and that is what SeaNet delivers.

**Matty, you are a serial owner and thus very experienced with yacht ownership, what made you decide to share a yacht with others while you can afford your own?**

As an entrepreneur, I am always looking to optimise my time, this is true of many yacht owners; they pay

and own 100% of their yacht but they actually only use 10% of it due to time constraints. It was whilst considering how I could make the most of my time on my yacht and the best use of my money that I realised that the answer lay in the sharing economy. It simply makes no sense to own a yacht by yourself. Looking back, if there was a solution such as SeaNet Europe, I would certainly have taken it and saved myself a lot of time and money.

**What are the five advantages, financial and otherwise, of SeaNet?**

- \* Reduced purchase price -the initial cost is up to 75 % less
- \* Reduced annual running costs
- \* SeaNet's comprehensive management service
- \* Rotational crew to ensure the best service
- \* Guaranteed usage during peak European season, minimum usage of 7 weeks, 2 of which can be used in peak season
- \* SeaNet Concierge takes care of every element of your yachting experience, from flights to restaurants and excursions

**What types of boat and where?**

SeaNet is an official global partner of Benetti. We chose Benetti because of their exceptional design, traditional building techniques and revolutionary technology. The SeaNet fleet includes:

- \* Delfino 93
- \* Delfino 95
- \* Mediterraneo 95
- \* Vivace 125
- \* Classic Supreme 132



**Let's do a straight comparison of yacht ownership versus smart co-ownership? To keep the comparison equal, let's use the same boat (a Delfino 95').**

Buying a new Benetti Delfino 95 will cost around €10.000.000 euro if you include VAT, tender, luxury dayboat, owners supply etc.. This with a running cost of € 600.000 per year. With SeaNet however at a 25

% co-ownership, a Delfino 95 will cost € 2.450.000 with €150.000 in running cost only. The boat is also fully managed and fully personalized.

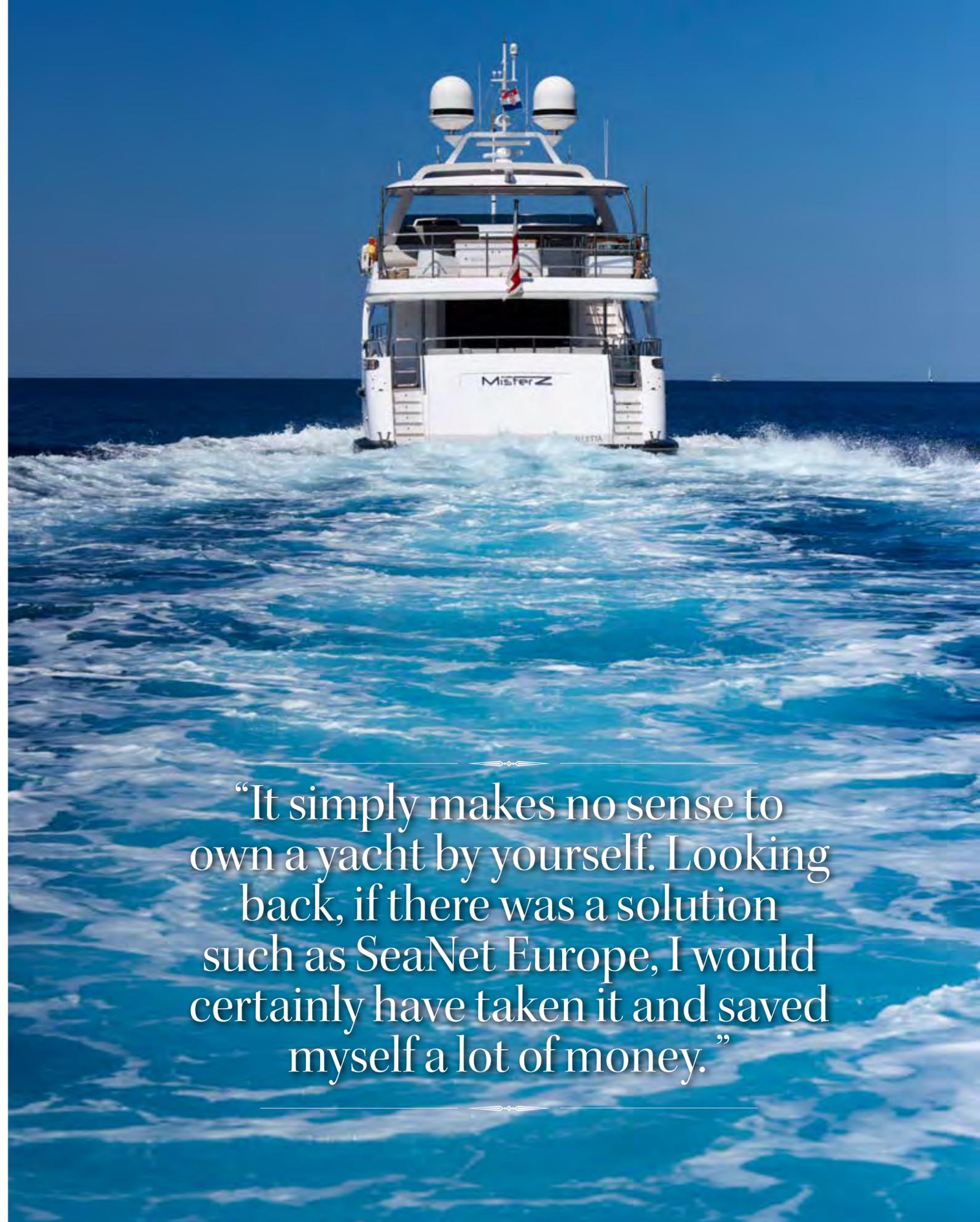
**How flexible is smart co-ownership in terms of location and different boats i.e. does someone have to go on the same location every year?**

SeaNet offers complete flexibility for co-owners. The SeaNet structure enables co-owners to exchange a week on-board for a different yacht in the SeaNet fleet. Should they tire of cruising the Cote d'Azur they can visit another SeaNet boat in the Balearics, and because SeaNet fully personalises the yacht, it is truly a home from home. Wherever the SeaNet co-owner's yacht goes, it's as though the boat has travelled with them. For SeaNet co-owners it is as though they have a fleet of boats to choose from, not just one.

**How does the co-ownership boat become "my boat"? How does the transition work?**

SeaNet Europe ensures that the transition is seamless. We fully personalise the yacht before each owner steps on-board to ensure that the owner always feels that the boat is their own, from the linens on the bed to the photos on the walls. The SeaNet crews are fully briefed on every yacht owner and their guests' preferences, from their favourite snack, to what time they like an evening cocktail, SeaNet always strives for perfection.

You can contact SeaNet via their website [www.seanetco.eu](http://www.seanetco.eu) or call +32 492 225 102



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