



Want a Caribbean? Then Darren's the man at St Kilda Boat Sales



## ST KILDA BOAT SALES' DARREN FINKLESTEIN

**TAB:** What's the best boat sale you ever made from *Trade-a-Boat*?

**DF:** A new Caribbean 47 Flybridge Cruiser that was a \$1.1m sale, made from our full-page colour ad. The customer phoned to arrange a convenient viewing time, then turned up with his wife and three kids under 12. They viewed the boat and later that afternoon, following a lovely bottle of red at the clients' home, purchase contracts were signed and deposit cheque handed over. It doesn't get better than that!

**TAB:** What's the secret of your success?

**DF:** A strong passion for boating, with good understanding of how to run a successful business, underpinned by a good range of products offered for sale at a terrific location at St Kilda Marina. As written in February 2010, *TrailerBoat* dealer profile: "There are dealers and there are dealers.... then there's St Kilda Boat Sales."

**TAB:** What's the hardest part of running a boat brokerage?

**DF:** Sellers who describe their boat as the "best one about" and "like new"! I respect that we are all individuals with differing expectations, but really!

**TAB:** How has the boat-selling business changed in recent times?

**DF:** Selling is selling and critical elements such as price, presentation and service history never change. However, the method of bringing your product to market through the implementation of technology platforms changes daily. We see ourselves at St Kilda Boat Sales as technology market leaders. We're now streaming HD video tours on our website, we have a good following on Facebook, and our Twitter account @thinkBoats is created to communicate with everyone, everywhere.

**TAB:** Why are you a *Trade-a-Boat* advertiser?

**DF:** Simply, the 'book of dreams' works! We advertise in full colour, with a minimum of two pages in both *Trade-a-Boat* and *TrailerBoat* each month and have done so for at least 10 years. It's simple, it's effective and it's easy to manage and edit our ad spaces. The magazines produce sales leads and assist us in selling boats. It's a vital part of our advertising and marketing strategy, our business simply wouldn't function without it.

**TAB:** What boat do you own?

**DF:** Andrew my business partner and I have owned various boats over the years, but our Caribbean 40 Flybridge is just perfect for Melbourne's Port Phillip Bay. She offers plenty of room for entertaining guests, her huge cockpit space is ideal for barbecues, and the cabin area is very comfortable for overnighting down to Wilsons Promontory.