



Boat Buyer Consulting Program Overview

Boat Buyer Consulting Program

Buyer-Side Guidance From Search to Closing

The Boat Buyer Consulting Program is a full buyer-side acquisition program built to help you find the right boat, avoid the wrong one, and move through the purchase process with a clear plan.

We start by defining exactly what kind of vessel fits your needs through the Shipshape Buyer Questionnaire, then use that information to source and review vessels that actually match your goals, budget, timeline, experience level, and intended use.

From there, you get unlimited surveyor-vetted vessel options sent to you, unlimited vessel advertisement reviews, unlimited virtual vessel inspections, vessel cost breakdowns, and ongoing consulting throughout the process. When the right boat shows up, Shipshape Society helps you prepare the offer, understand the risks, negotiate from evidence, and move toward closing with confidence.

Shipshape Society works for the buyer — not the broker, not the seller, and not the owner of the vessel.

Who This Is For

This program is for buyers who know they want a boat, but do not want to get buried by the wrong one.

It is for the buyer who is ready to purchase, but knows there is a lot they do not know yet. They may be looking at listings every day, saving boats, comparing models, asking friends, watching videos, and still wondering which vessel actually fits their budget, lifestyle, skill level, and long-term plan.

It is for buyers who want help sorting through the noise before they spend money on travel, surveys, haulouts, deposits, insurance, slips, or repairs.

This is built for buyers who are:

- Trying to figure out which type of boat actually fits their goals
- Overwhelmed by listings that all start to look the same
- Unsure about the difference between a good deal and a money pit
- Worried about buying a boat with hidden problems
- Comparing multiple vessels and struggling to make a clear decision
- Moving into a larger or more complex boat than they have owned before
- Planning to live aboard, cruise, travel, or use the boat seriously
- Concerned about the real cost after purchase
- Unsure what to ask the broker, seller, surveyor, yard, or insurance company
- Trying to avoid wasting months chasing the wrong boats

The ideal client is not looking for someone to hype up every boat they like. They want straight guidance, vetted options, real red-flag review, cost awareness, negotiation support, and a smarter path to the right vessel.

The Boat Buyer Problem

Most buyers are making a big decision with limited information. Listings are written to sell, photos are selective, sellers leave things out, and surveyors usually come in after the buyer is already emotionally attached. A boat can look great online and still have major issues with structure, machinery, rigging, electrical systems, tanks, leaks, paperwork, insurance, slip availability, or deferred maintenance.

The wrong boat can drain your money, kill your momentum, and turn the dream into a never ending repair project. This program helps you slow down, look closer, and make a better decision before the mistake happens.

What The Program Is

The Boat Buyer Consulting Program is a full buyer-side consulting program designed to help you find the right vessel, avoid the wrong one, and move through the purchase process with a clear plan.

We start by defining what kind of boat actually fits your goals through the Shipshape Buyer Questionnaire. From there, you receive surveyor-vetted vessel options based on your needs, unlimited advertisement reviews, unlimited virtual vessel inspections, vessel cost breakdowns, and ongoing consulting throughout the search.

When a serious boat shows up, Shipshape Society helps you review the risks, prepare better questions, think through the offer, negotiate from evidence, and move toward closing with confidence.

This is not a broker service and it is not seller-side advice. It is professional buyer guidance so you are not trying to figure out the entire purchase alone.

What Is Included

Discovery Session

We start with a discovery session to understand your goals, budget, timeline, experience level, intended use, location, and what you are actually trying to do with the boat. Your consultant will guide you through this process and educate you on certain topics as well as answer any questions.

Shipshape Buyer Questionnaire

You complete the Shipshape Buyer Questionnaire so we can define the right vessel before chasing listings. This helps narrow the search around your mission, lifestyle, skill level, ownership goals, and real budget.

Budget and Cost Planning

We look beyond the purchase price and help you think through the real cost of ownership, including survey, haulout, insurance, slips, delivery, safety gear, deferred maintenance, upgrades, and first-phase setup.

Surveyor-Vetted Vessel Options

Based on your discovery call and questionnaire, you receive vessel options that are reviewed for fit, value, condition clues, risk, and suitability before they are sent to you.

Unlimited Vessel Advertisement Reviews

Serious listings are reviewed for red flags, strengths, weak points, pricing concerns, missing information, resale considerations, and whether the vessel is worth pursuing.

Vessel Options List

Your search is organized into top options, active options, and no-go vessels so you can clearly see what is worth pursuing and what should be cut.

Unlimited Virtual Vessel Inspections

For serious candidates, we can review the vessel by video, photos, listing details, seller information, and available documentation before you spend heavily on travel, survey, haulout, or closing steps.

Vessel Cost Breakdowns

When a boat becomes serious, we help break down likely cost exposure so you can better understand what the vessel may need after purchase and whether the deal still makes sense.

Unlimited Consulting

You receive ongoing support throughout your active search for boat choice, deal strategy, ownership questions, red flags, budget concerns, survey decisions, negotiation, and next steps.

Offer and Negotiation Guidance

When the right boat shows up, we help you think through offer strategy, negotiation leverage, survey findings, repair exposure, and when to push, pause, renegotiate, or walk away.

Survey and Closing Guidance

We help you prepare for survey, understand what findings may matter, and move toward closing with a clearer picture of the vessel and the deal.

Insurance, Slip, and Ownership Planning

You receive guidance around insurance, slips or moorings, delivery, transport, documentation, safety priorities, and first-phase ownership needs.

Boat Buyer Research and Education Handbook Included

Clients receive Shipshape Society buyer education materials and checklists to better understand listings, inspections, red flags, survey strategy, negotiation, and ownership planning.

How The Process Works

Step 1: Apply

Submit the application so we can understand your goals, budget, timeline, experience level, and intended use.

Step 2: Define The Mission

We build your search profile around the type of boat that actually fits your life, not just what looks good online.

Step 3: Search and Review

We source, review, and filter listings. Strong options move forward. Weak options get cut.

Step 4: Evaluate Serious Boats

When a boat becomes serious, we review the available information, identify concerns, prepare questions, and decide whether it is worth the next step.

Step 5: Offer, Survey, and Negotiate

If the boat still makes sense, we work through offer strategy, survey preparation, findings, repair concerns, and negotiation considerations.

Step 6: Close and Prepare For Ownership

If the right boat is selected, we help think through closing, insurance, slip or mooring needs, delivery, safety priorities, and first ownership steps.

What You Gain

- A clearer search
- Fewer wasted trips
- Fewer bad survey decisions
- Better questions for sellers and brokers
- Better understanding of ownership costs
- Better negotiation leverage
- A smarter final decision
- More confidence before closing

Pricing and Terms

Choose the payment option that works best for you. Both plans include the same boat-buying services and professional support. The only difference is when the engagement fee is paid and the total cost of the program.

Standard Plan — Best Overall Value

- \$2,000 engagement fee to begin
- 3% success fee due at closing (\$1,000 minimum success fee)

The 3% success fee is calculated using the final agreed purchase price.

Real Example

Asking Price: \$50,000

Final Purchase Price: \$38,000

Success Fee: \$1,140

Total Program Cost: \$3,140

Real Example

Asking Price: \$100,000

Final Purchase Price: \$63,000

Success Fee: \$1,890

Total Program Cost: \$3,890

Real Example

Asking Price: \$170,000

Final Purchase Price: \$100,000

Success Fee: \$3,000

Total Program Cost: \$5,000

Real Example

Asking Price: \$250,000

Final Purchase Price: \$160,000

Success Fee: \$4,800
Total Program Cost: \$6,800

Flexible Plan — Lower Upfront Commitment

- \$500 engagement fee to begin
- \$2,500 deferred engagement fee plus 3% success fee due at closing (\$1,000 minimum success fee)

The Flexible Plan gives you access to the same services and professional support with a lower upfront commitment. In exchange for deferring most of the program cost until closing. (The Flexible Plan costs \$1,000 more than the Standard Plan.)

The deferred engagement fee and success fee become due when your boat purchase successfully closes. The success fee is calculated using the final agreed purchase price.

Real Example

Asking Price: \$50,000
Final Purchase Price: \$38,000
Deferred Engagement Fee: \$2,500
Success Fee: \$1,140
Total Program Cost: \$4,140

Real Example

Asking Price: \$100,000
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Real Example

Asking Price: \$170,000
Final Purchase Price: \$100,000
Deferred Engagement Fee: \$2,500
Success Fee: \$3,000
Total Program Cost: \$6,000

Real Example

Asking Price: \$250,000
Final Purchase Price: \$160,000
Deferred Engagement Fee: \$2,500
Success Fee: \$4,800
Total Program Cost: \$7,800

Which Plan Is Right for You?

Choose the **Standard Plan** if you want the lowest total program cost.

Choose the **Flexible Plan** if you prefer to make a smaller upfront commitment and pay more of the program cost when your boat purchase closes.

Apply For The Boat Buyer Consulting Program

If you are serious about buying a boat and want professional guidance before you commit, apply here:

<https://www.shipshapesociety.com/book?e=boat-buyer-consulting-program-application>