



# Featured Broker: Advantage Impex

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**Boatshop24:** Tony what's your position within the company?

**Advantage Impex:** I am the managing director, (and head cook and bottle washer as the saying goes!) As a family business the buck stops here and all customers and dealers are able to deal with me personally.

**Boatshop24:** How long has Advantage Impex been established?

**Advantage Impex:** Although this marine division of our business is a totally new venture, we first set up as a general import export company in 2003 and we were trading as sole traders long before this date.

**Boatshop24:** Where are you based?

**Advantage Impex:** We are setting up outlets on the south coast of the UK and on the Costa Del Sol in Spain. These outlets will offer, in addition to sales (websites at [www.budgetboating.co.uk](http://www.budgetboating.co.uk) & [www.boatimports.co.uk](http://www.boatimports.co.uk)) a boat users club which will operate from a website at [www.alldayboatclub.co.uk](http://www.alldayboatclub.co.uk)

**Boatshop24:** What's your background and how did you get involved in the marine industry?

**Advantage Impex:** I have a background in sales and marketing and in my younger days I worked for prestige new car franchises. I have been involved in motor boating as a personal hobby since the age of 15.

Over the years I have personally bought and sold a number of boats. It is this background that has now made me realise what new boat buyers currently want in relation to good value and specification for runabouts and small sports cruisers.

**Boatshop24:** What do your brokerage services entail and do you have any new boat agencies?

**Advantage Impex:** We are not really a broker in the traditional sense. We are an importer and distributor serving the retail public and dealers. We intend to be offering our own new and used boats and haven't at this stage planned to offer traditional brokerage offering boats on behalf of owners.

This is why I have also set our sales policy to include offering very good part exchange allowances where what are referred to as "over-allowances" will be subsidised out of the already competitive margins we have to work with. We are in recessionary times and the deals we offer will reflect this.

Our initial range of boats are small runabouts, bowriders and a 6.25m weekend cruiser and can be seen elsewhere in this issue of the magazine or at [www.boatimports.co.uk](http://www.boatimports.co.uk)

**Boatshop24:** How would you best describe the service you offer to your clients?

**Advantage Impex:** Just simply boats for sale with a good specification and value for money. No waffle.

**Boatshop24:** What in your opinion sets Advantage Impex apart from your competitors?

**Advantage Impex:** We are not attempting to compete with traditional brokers. We only have a very small number of personnel which keeps our overheads and margins down and we wouldn't attempt to try and compete with some of the excellent established services offered by many brokers.

For this reason we wont, at this stage, even directly offer engines ourselves but will simply refer buyers to our own dealers (as they are established) or other engine suppliers who are fully equipped to support them. We simply offer what we believe is the best deal for the boats we have available.

**Boatshop24:** What price range are the boats in that you sell?

**Advantage Impex:** New boats from £3995 to £16995 including VAT plus extra for some deluxe options available.

**Boatshop24:** What type of boats would you take in part exchange?

**Advantage Impex:** Anything. Not just boats even vehicles, general equipment or floggelgrummits. (it's the wheeler dealer in me!)

**Boatshop24:** Being so involved in the Marine Industry

do you actually have any boating experience and if so when do you find time to go boating?

**Advantage Impex:** I like to get out to sea as often as possible and gladly offer sea demonstrations of our boats. I have been cruising UK and European waters since the age of 15 and hold an ICC and RYA day and coastal skipper qualifications

**Boatshop24:** How would you recommend a novice takes the plunge into boating? Take an RYA course and then buy the best boat you can comfortably afford. Alternatively, you can do it on a budget by joining our boat users club.

**Boatshop24:** What about financing a purchase can you offer advice on that?

**Advantage Impex:** We have decided that there are enough "experts" in the finance market already. The consumer still has plenty of choices even in the present economic climate. We are not out to make finance commissions.

**Boatshop24:** Is this a good time to buy a boat and fulfil a dream?

**Advantage Impex:** The current economic climate means we are offering really good deals at the present time.

**Boatshop24:** What would be your most important piece of advice to a first time boat buyer?

**Advantage Impex:** Thoroughly learn about boat handling, navigation and safety and the equipment you need to have on board. If you intend going to sea then the avoidance of collision rules, weather and sea conditions are also paramount.

**Boatshop24:** Where is your favourite boating location either in the UK or overseas?

**Advantage Impex:** I have got a lot of enjoyment from the south coast of UK, north coast of France, Belgium, southern Holland and a little in the Western Mediterranean. They have all been equally enjoyable and I hope to further extend my range in the future.