

PRESS RELEASE

Great Start to 2010

In a dramatic start to the new decade and in contrast to the economic backdrop Reliance Yacht Management has experienced a significant rise in clients looking to have yachts moved.

It is encouraging to report that enquiries are up by an impressive 60% compared with the same three week period last year. As soon as we returned back to work after the holiday period there has been a significant and constant increase in those contacting Reliance Yacht Management for their services. This is of course good news and we are confident that it will reflect well in sales figures.

We are still evaluating the data to establish the reasons behind the rise. Enquiries have come from all sectors of the market, private owners, fleet managers, dealers etc and from all geographical areas. However there has been a significant number of buyers from Australia that have been looking for bargains in the US and Europe. The added cost of transporting yachts home and import duties have not stopped Australians finding some good deals.

The increased numbers cannot be justified by the world market conditions alone. The Reliance team has used its time well over the comparatively quiet period at the end of 2009 to address many issues and develop marketing initiatives. In December Reliance was again assessed by an independent third party and awarded its ISO9001 certificate. A review was made into all aspects of policies and procedures and improvements were made with the following targets in mind;-

- Improving Customer Satisfaction
- Enhancing Company Performance
- Developing Best Practices
- Building Stable Processes
- Meeting Company and Customer Needs

Great words, but what do they mean in reality? It means we looked at every thing we do and the way that we do it. This has led to improvements right across the board and some real benefits to our clients. For example, we now have a clear and consistent policy with regards to Captain's liability insurance. We can assure all our clients that our captains have cover at a level well above others in the industry. We have also launched our [Affiliate Programme](#) which specifically rewards those professionals in the industry that support us. Many dealers around the world have been recommending us for years without any compensation. Now they can earn commission by signing up to programme.

Reliance Yacht Management.

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