



RAYNMAKER



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FRACTIONAL YACHT OWNERSHIP EXPANDS FLORIDA OPERATIONS

Industry Pioneer Reaches Out to the Caribbean, Latin America, Spain and Portugal

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Miami, FL - Two vacation ownership industry veterans, Ray G. Knight and Jose Cruz, have teamed with Monocle Yachts - the worldwide leader in fractional ownership of yachts, mega-yachts and super yachts - to expand its sales and marketing activities in Florida, Latin America, the Caribbean, France, Spain and Portugal.

Knight, C.E.O. of RaynMaker, Inc., a Miami-based outsource sales organization, is the former vice president for Interval International and Cruz (also an I.I. vice president) served for nearly two decades in Interval's worldwide marketing, sales and operations.

“We are proud to have Monocle’s fractional ownership program as a client,” said Knight, whose company is launching sales for Monocle Yachts in Florida in the Hispanic, French and Portuguese speaking markets. “Fractional ownership of luxurious yachts, mega-yachts and super yachts similar to the fractional ‘craze’ sweeping the country with fractional ownership of jets, luxury resorts, cruise ships, luxury and collector automobiles and even luxury RVs. By purchasing a ‘fraction’ of the fully crewed yacht, owners are paying only for the time they use rather than paying anywhere from \$3 to \$25 million - and higher - to own a real yacht fulltime.”

Monocle Yachts, with more than 40 vessels under management, offers fractional interests in vessels ranging from 68 to 215 feet. The firm is headed by Dr. Loren Simkowitz, an asset management expert with more than 35 years of experience. The company is the acknowledged world leader in fractional yacht ownership.



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“From a financial viewpoint, fractional ownership makes perfect sense for a luxury product such as this,” said Dr. Simkowitz. “Along with other benefits of shared ownership the opportunity exists to offset acquisition costs through income derived from charters. The exposure we have received in various national and international publications and the validation of our efforts over the last few years in acquiring and serving owners makes this the ideal time to expand our multi-cultural and multi-lingual reach through our strategic relationship with RaynMaker.”

According to Knight, whose family were pioneers in the worldwide vacation ownership industry in the late 1970s as founders and financiers of Miami-based Interval International - now part of the Interactive Corporation (IAC) group of companies - prices for a 1/10th share (four weeks) of a mega-yacht ranges from \$130k to \$6 million, depending on size and equipment on board.

The fleet rotates among popular vacation destinations such as the Caribbean, Florida, Hawaii, Mediterranean and northeast US depending on owner’s seasonality preferences.

In addition to sales and marketing in South Florida, RaynMaker will mostly market the fractional yacht ownership concept throughout an agent network in Latin America, the Caribbean, Spain, France and Portugal.

This is an excellent product for upscale families in Latin America and southern Europe,” said Cruz. “Most of the people we will be appealing to can afford to purchase a yacht like this outright. But from a practical standpoint, they don’t want to be worried about yacht maintenance and upkeep, nor relocating their yacht to the most popular vacation spots. These families and individuals just want to be in those destinations, sail and enjoy their yachts and then fly home without any worries or hassles.



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The Monocle fractional program takes care of all that. Owners step aboard their yacht, enjoy being pampered by a full crew, have fun with all the jet-skis, aqua bikes and tenders and then just say good-bye, step off and return home without any worry or hassles about management and maintenance of their luxury asset. What could be simpler and smarter than that?"

For further information about the Monocle Fractional Yacht Ownership Program or to tour one of the mega-yachts, contact RaynMaker, Inc. at (305) 913 1339 or at RaynMaker@RaynMaker.net.