



## Luxury + Precision = Total Satisfaction

IMA Yachts (IMA) and The Sacks Group Yachting Professionals (TSGYP) are proud to announce they have formed a strategic marketing alliance that combines their complementary strengths in the global yachting marketplace. Under the terms of the alliance, TSGYP and IMA now are able to cross-market their (non-competing) services and specialties to each other's existing clients. The new relationship allows both firms to offer an expanded menu of services to new customers covering all aspects of large yacht ownership and enjoyment.

"The combined talents of these two firms are a perfect match says industry expert Bob Saxon (BSC) who was commissioned by the firms to steward the development of the alliance. Saxon goes on to say, "When you can take the complementary strengths of two organizations and bring them together in an alliance, it's akin to having a timepiece, not just a watch, a pedigree automobile instead of simply a car, and a yacht, not merely a boat."



SITTING (LEFT TO RIGHT): Sabrina Farmer (IMA Yachts), Jennifer M. Saia (The Sacks Group) STANDING (LEFT TO RIGHT): Mark Tortora (IMA Yachts), Adrian Farmer (IMA Yachts), Bob Saxon (Bob Saxon Consultancy), Bruce Schattenburg (The Sacks Group)

### The cumulative affect of this affiliation is realized in the following service lines:

- Complete lifecycle ownership support
- Agent and Advisory Services for owners and crew
- Conceptualizing in bringing owners' dreams to reality
- Yacht Project Development and Design
- New Construction
- Operational Management Services
- Repair & Refit Management
- Regulatory and Safety Compliance
- Luxury Yacht Vacations
- Charter Marketing
- Yacht Brokerage

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