



SELENE SEATTLE 2007 ANNUAL REPORT

SELENE SEATTLE has enjoyed a fantastic first year in business. Our new location on Lake Union in downtown Seattle couldn't be better. With a strong emphasis on customer service, sales and promotion, we have instituted many new programs that make ordering and owning a Selene a great experience. Of course none of this would be possible if it were not for the wonderful Selene owners, we salute you all.

NEW PROGRAMS:

The first new program was a designated Selene Service Manager. Bradley Pilz, the Service Manager, has been instrumental in improving our warranty system. Along with strong support from Jet-Tern Marine we now have a fast track for most warranty approvals. There are now six Selene Warranty Outlets in the Northwest and soon there will be two in California, giving our owners service from Mexico into Canada.

To accompany our state side service we have developed an enhanced presence at the shipyard. Now each boat is inspected throughout it's production by Simon Chen, recognized marine consultant. Working directly with the owners here and also inspecting the boats at the yard is Larry Clark, a well known Seattle consultant and technician.

We are placing an increased emphasis on training. We have two USCG licensed Captains who provide hands on training for our owners.

We also have access to two programs that provide operations manuals both on hard copy and digital.

Sylvia Bolton, an experienced and sought after interior designer is available to help our owners make their Selene the luxury yacht they desire.

EVENTS:

SELENE OCEAN TRAWLERS has had the world's largest presence at every Northwest event. TrawlerFest and two major boat shows, had multiple models open for the public to see. This year at TrawlerFest a Selene 48 was used for the successful two day boating that class was offered to women.



Boat Handling for Women at Trawler Fest June 200

The ANNUAL SELENE RONDEZVOUS was another smashing success. Forty Selene's from 36 to 62 feet made their way to historic Roche Harbor. Over twenty vendors and two hundred participants attended this growing event. Many Selene owners start their Alaska adventure at the Rendezvous.



Selene's at the Rendezvous



Friday night docktail party hosted by Seacoast Marine Finance

Seven Selene's participated in the first FUBAR ODYSSEY cruise to Mexico. Selene Seattle was a sponsor of this historic event.



Fubar Dinner



Selene party for FUBAR



Selene Florida and Selene Seattle

STAFF

With an unyielding commitment to excellence, SELENE SEATTLE has developed a staff with unequalled experience. We started by picking up two top brokers, Jerry Todd and Bob Cardiff, both with decades of history in the yacht sales industry. Later Andrew Trueblood joined us bringing a connection from the sailing world where many Selene owners originate. All of our sales staff are Certified Professional Yacht Brokers under the CPYB national program. SELENE SEATTLE was recently designated a CPYB endorsed yacht brokerage, the only company in Washington state to hold such an honor.

Of course the sales staff is only as good as it's support. As mentioned, Bradley Pilz is our Service Manager. Stacy "Sasha" Calvert, our office manager, has done a superb job of setting up and running the office. Recently we hired Lynn Agnew who came to us from Grand Banks Corporate office.

SALES:

Our first year brought an unprecedented eighteen new Selene orders, amounting to nearly eighteen million dollars in new orders. Our brokerage department brought five pre-owned Selene sales and eight other brokerage sales for a total of nearly six million dollars in brokerage sales. We met the 2007 sales goals by June of this year. Our brokerage department has grown to be a significant part of our sales program. We established a comprehensive marketing program emphasizing the Selene lifestyle with features of the wonders of boating in the Northwest, converting from sail to trawler, and boating from the prospective of the new boater. All this was possible with the help of some great owners.

WHAT'S NEXT:

In keeping with our emphasis on customer service, we are enlarging the service department. Stacy "Sasha" Calvert has set up the new Customer Service Office and will work directly with Bradley Pilz to bring greater follow up and communication between the Selene owners, the authorized warranty outlets, Selene Seattle and Jet-Tern Marine.

In 2008 our goal is to greatly enhance the Selene Experience. We will be hosting a number of events aimed at education and camaraderie. Our goal is to have eight Selene events this year, doubling previous years. 2008 will also bring the new, greatly improved Selene Owners Website, giving owners great access to information.

We are also happy to announce the establishment of SELENE CALIFORNIA. Howard Chen, Michael Chen and Brian Calvert are teaming up with an experienced yacht brokerage in San Diego to form SELENE CALIFORNIA. You will see more on this later.

Brian Calvert
General Manager
Selene Seattle