

# BASCO to Launch Online Boat Auction & Boating Advisory Services at Singapore Yacht Show 2017



**The BASCO platform dedicated to Online Boat Auctions & impartial Advisory Services for the Asian boating marketplace will officially launch during the Singapore Yacht Show 2017, 6th – 9th April.**

*(Singapore, Tuesday, March 14th, 2017).*

Today, BASCO, a trusted online boat auctions website and top boating consultancy whose mission is to take risk and uncertainty out of owning a boat in Asia, has confirmed that it will formally launch during the Singapore Yacht Show next month. The 7th annual event being held at the exclusive ONE°15 Marina Club from Thursday, April 6th to Sunday, April 9th is one of the highlights of the boating calendar in Asia.

An official supporting partner of the Singapore Yacht Show 2017, BASCO is led by award-winning marine industry veteran William Schick. With over 30 years' experience across all facets of the marine industry, from yacht sales, to engine repair, Schick has witnessed a gradual decline in the effectiveness of the traditional brokerage model in the Internet age.

His vision for BASCO is to revolutionise the way in which luxury yachts are sold in Asia, through online boat auctions which have the ability to reach thousands of buyers and shrink the sales process to a fraction of the time it normally takes to find a buyer.

The team of highly skilled marine-centric professionals at BASCO's helm also aim to reduce risk and uncertainty of boat ownership in Asia. The boating advisory service is designed to give new and existing boat owners easy access to impartial advisors who can provide comprehensive answers to all kinds of boating related questions from eager boating enthusiasts.

“It became clear to us that online boat auctions are truly the way forward and our BASCO marketplace is on the crest of a wave of the future of yacht and boat buying and selling,” asserted, William Schick, Managing Director, BASCO. “We're delighted to have signed a supporting partnership agreement with the Singapore Yacht Show 2017 and feel honoured to continue our wonderful working relationship with the entire crew behind the most popular show of its kind in the region.”

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*Trusted Resource for Boat Owners in Asia*

As a new name to watch in the world of digital disrupters, BASCO hopes to shake up the way in which boats are sold by simplifying the entire process and bringing it all online. Our unique online auction portal creates a buzz around boat sales and this type of momentum and excitement for sales is exactly what the industry has been missing in Asia. "This is very different from the traditional view of auctions that were prior to this associated with liquidation sales or even distressed and damaged stock situations." Says Schick.

The team is also advancing yacht and boat sales by replacing the need for unsustainable and costly bricks and mortar sales dealerships. The BASCO promise means that it is truly independent with no brands, no dealerships, and no products. With transparency being key, this helps to ensure that the company is wholly committed to helping those new to boating, boat buyers, boat sellers, and boat owners with no hidden agendas or vested interests at play.

The company is also committed to rolling out a sophisticated boating technical services marketplace in 2017. It is another move that is sure to shake up the industry even further. The exciting new portal will provide yacht and boat owners with the details of vetted, reliable, and reputable service providers, once again reducing risk and uncertainty of maintaining one's boat in sometimes unfamiliar locations.

## About BASCO:

BASCO is reinventing how yachts and boats are sold in Asia through online auctions and taking risk and uncertainty out of boat ownership with an original marine industry advisory service. Passionate about boats for over 30 years and with a string of marine industry awards, the management team is making buying and selling boats exciting again. BASCO is committed to connecting new and experienced boaters in Asia with reputable service providers, dealers, brokers, and advisors who can assist them with every boating requirement. To learn more, visit: <https://basco.asia/> or connect on <https://www.facebook.com/BASCO.ASIA/>

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