

LEADERS OF THE INDUSTRY

Innovators improving the boating experience



Fleming/Burr Yacht Sales



PMY: What lessons from the past have helped move your business forward?

MICK SHOVE: Our past is filled with lessons that have propelled Burr Yacht Sales into what we are today, the world's largest distributor of Fleming yachts. Yet none of our success would be possible without our teacher of these lessons and founder, Arthur Burr. While Burr Yachts sales has been a highly-regarded boat dealer since it was established in 1963 by Arthur Burr, a graduate of the Webb Institute, it was in 1990 that we became aware of the then relatively-new Fleming Yacht. After being immediately impressed by the exquisite appearance and seaworthiness of the long-range pilothouse Fleming, we spent more than a year researching the motoryachts' systems and stability – and the company itself – before making the decision to dedicate our business exclusively to the sales, service and outfitting of what is known to be the finest cruising yacht available. Since then, sales of Fleming Yachts have increased exponentially with Burr Yacht Sales responsible for the sales and service of more than 60% of the vessels worldwide.

PMY: How important is innovation in the market you compete in?

MICK SHOVE: Innovation is always important, and with the various onboard systems & electronics we outfit our Flemings with, the advances in technology are rampant. Everyone is looking for the latest and greatest equipment on their boat. However, innovation for sake of simply having the newest device, popular system, or trendy design isn't always the correct path for a Fleming yacht. What is truly important is the proper utilization and application of these ever-evolving industry innovations after adequate testing and research. This is something Tony Fleming himself takes part in, using his own personal Fleming 65, Venture, as a perpetual testbed for new electronics and equipment. The Fleming yacht represents a vessel and design philosophy that has stood the test of time. Which is apparent with the Fleming 55 being in production since 1986 with over 240 hulls and still going strong as essentially the same boat layout-wise with gradual improvements along the way. With yacht design so finely tuned and rigorously tested as the Fleming, we expect the same treatment from the equipment implemented during outfitting.

PMY: There is a buzz around the word: Millennial. Are you working to attract new younger boaters? If so, how?

MICK SHOVE: Millennials are an interesting bunch, they possess values that vary greatly from their parent's ideals. Focusing more on acquiring experiences versus ownership of tangible objects, and this lifestyle caters to the motoryacht/ trawler industry. They are not interested in being locked in with huge mortgage, but instead cherish freedom, travel, the all-important experience of it all. A Fleming provides these traits in a live-aboard package and way of life perfectly suited to the Millennial. In a world where information, answers, and solutions are available at an instant, Millennials appreciate quick response to problems. This is where a strong customer service division, as found at Burr Yacht Sales, can add tremendous value beyond just the specific boat offered. Each of our new and previously-cruised Fleming Yachts are delivered with a placard discreetly affixed in the pilot house with our names and cell phone numbers, and we answer the phone 24/7/365. We represent a team at Burr Yacht Sales, a team that is fully committed to the sales, service, and outfitting of Fleming yachts.

