



ST. CLAIR  
SUPERYACHTS

# PROTECT YOUR YACHT'S ASKING PRICE WITH THESE 10 CHATGPT PROMPTS



**\$7,350,000 Yacht Sales Generated in 2025**  
include selling to buyers in Europe and the  
Middle East, all from Fort Lauderdale, Florida

**By Kevin St. Clair**

*CEO - Licensed Florida Yacht Brokerage  
Amazon #1 Best Selling Author*

**Featured in September 2025 Waterfront Times Newspaper**  
28 Years Superyacht Industry Experience



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# PROTECT YOUR YACHT'S ASKING PRICE WITH THESE 10 CHATGPT PROMPTS

Works in ChatGPT – also Gemini, Grok, Perplexity, Claude.

By Kevin St. Clair – Amazon #1 Bestselling Author & CEO, St. Clair Superyachts  
28 years – Engineering-driven – Fort Lauderdale

## How to Use

1. Copy the prompt.
2. Fill in the [brackets] with your yacht details.
3. Paste into your AI assistant and save the output.

## The 10 Prompts

- 1** | **Price Range + Defense Points:** "Act as a yacht market analyst. For [builder/model/length/year] in [region], give a low/mid/high price range with 5 comps and 6 value drivers (e.g., hours, stabilizers, refits, class). End with 5 bullet 'price defense' points."
- 2** | **Listing Copy That Holds Price:** "You are a premium listing editor. Turn these facts into a 150–200 word listing + 6 bullets that emphasize value-driving features and de-emphasize non-drivers. Facts: [specs/refits/layout/toys/maintenance]."
- 3** | **Survey-Risk Pre-Flight:** "Create a pre-listing survey prep checklist for [yacht], grouped by engines/structural/electrical/interior/safety. Flag items that commonly cause credits and suggest quick mitigation steps."
- 4** | **Refit/R&R; ROI:** "Given [candidate fixes/refits] and a target list date [date], estimate time/cost bands and whether each item is better done now or left for buyer. Output: table with ROI and likely credit avoided."
- 5** | **Records Pack Index:** "Draft a one-page records index for [yacht]: ownership docs, maintenance logs by system, invoices (last 24 months), class/flag, manuals, warranties. Mark gaps as ACTION: obtain."

- 6** | **Photo/Video Shot List (Price-Driver Focus):** "Create a shot list with priority order that highlights price drivers for [yacht]. Include caption starters that reinforce value (hours, stabilizers, refits, crew cabins, tender/toys)."
- 7** | **Buyer Objections & Rebuttals:** "List the top 8 buyer objections for [yacht type/age] and provide a 1-sentence factual response for each (referencing maintenance, updates, and records)."
- 8** | **Offer & Counter-Offer Framework:** "Given Asking = [X], typical offers [range], and concerns [notes], outline a 3-step counter-offer plan with acceptable concessions and walk-away guardrails. Keep it professional and concise."
- 9** | **Sea Trial & Survey Day Plan:** "Draft a run-of-show for sea trial/survey day for [yacht] with roles, timing, and handoff points to keep the day smooth and minimize credit requests. Include a post-day follow-up checklist."
- 10** | **Closing Credits Watchlist:** "Create a closing credits watchlist with common line items (fuel, yard bills, crew, spares, taxes/fees, documentation, tenders/toys) and a pre-close verification checklist for each."

### Request Your Sale Price Range & 30-Day Plan

Scan your QR or tap the button on the page to take the next step.



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