



# Certified Professional Yacht Brokers Program

## NavigationGuide

This Navigational Guide was created to help Partner Associations promote the Certified Professional Yacht Brokers (CPYB) program. CPYB provides Yacht Sales Professionals (brokers, dealers, and salespeople) with a benchmark for measuring their skills, abilities, and performance, while at the same time, enhancing their marketing value.

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## MARKETING LANGUAGE

### What is a CPYB?

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Becoming a Certified Professional Yacht Broker (CPYB) distinguishes you among your peers, indicating that your level of knowledge and its application has been tested, measured, and verified to the highest business standards and protocols.

If you are looking for a way to signal to your peers and clients that you follow a strict code of ethics and standard business practices, then the CPYB Program is for you. Demonstrate your commitment to staying current with industry trends and promote excellence in the industry.

The CPYB Program and its Partner Associations offer the continuing education (CE) you need. Consumers recognize the value of credentialing and view professional certification to identify those individuals who will conduct business in an ethical manner and act in their best interest.

**Access education, professional development, networking and more. Become a CPYB today.  
Visit [CPYB.net](http://CPYB.net) Today!**

### The Value of Becoming CPYB Certified

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Whether it is education, professional development, networking, business growth, or industry updates, there is value in becoming a CPYB.

Yacht Sales Professionals (brokers, dealers, salespeople) have a benchmark for measuring their skills, abilities, and performance, while, at the same time, enhancing their marketing value. Boat sellers and buyers are in a better position to select qualified, competent sales professionals with confidence and trust.

#### Hear what members are saying:

*"I have been blessed to be born into one of the greatest names in Yachting (especially in the US/Florida), Denison/Broward, and so I was so excited to become the 1st of the Denison's with the CPYB certification. I have always respected the CPYB guys in the industry and have always known they are a step above everyone else. They make a point to continue their education, evolving and growing with the times. People tend to pay more attention to you with the certification and it certainly helps to have the actual knowledge behind the letters. My brother Bob, who owns Denison Yachting, really pushed me to get this done. He knows the industry; he knows how important this would be for my career."*

**Eddy Denison**  
**Yacht Broker**  
**Denison Yachting, IYBA**

*“As the president of the CYBA it is imperative that I have the highest credentials and qualifications. Being a CPYB keeps me up to date with laws, industry innovations and keeps me in-tune with the industry as a whole, both regionally and nationally. The resources are extraordinary and quite invaluable.”*

**George Sikich**  
**Yacht Broker**  
**Kensington Yachts, CYBA**

*“My name is Jeff Merrill, CPYB and I’m a licensed yacht broker in California and Florida, neither of which I would be now if I hadn’t first become a CPYB. A decade ago, I was a successful licensed CA yacht salesperson working for Nordhavn in California. I was very busy, but the impact of the 2008 downturn shifted a lot of my income from new boats to used boats.*

*Brokerage became more important and I decided I needed to learn more about listing and selling used boats from my peers in the industry and realized I should get better connected.*

*I had heard of the CPYB, but not many California brokers have that credential, it wasn’t as well known. As I traveled out of California more and more on boat deals, the CPYB designation became more common and increased in significance. My ambition was to become the best yacht broker I could be, and it became obvious to me that I should study for and pass the CPYB exam to become certified. I went on to earn my CPYB credential in 2012.*

*Through studying for the CPYB exam I learned more than I ever imagined about the profession of being a yacht broker, it was encouraging and insightful. I also became aware of the seven North American Yacht Broker associations and attended a CYBA (California) board of directors meeting as a walk in. That initiated an eight-year involvement as a member of the board of directors and eventual two-year term as president of the association in 2015 and 2016. I remain actively involved with the CYBA attending meetings and writing for the newsletter. Since I do business all over the country, I also joined YBAA, IYBA, and NYBA to support our profession.*

*If you are dedicated to being a yacht sales professional and believe selling boats is your career calling, you want to be as prepared and knowledgeable as you can. My recommendation is that you join your local yacht broker association and get involved. The forms, code of ethics and shared information is much more valuable than the minimal cost to join and renew.*

*Look around you and at our industry. If you are honest, you will notice that the majority of the yacht salespersons don’t appear to have much initiative or drive, they just go through the motions and unfortunately most are both uninformed and uninspired. Luckily for you, there is a clear path to raise your game and after joining your local association, your next step is to study and pass the CPYB test. Our business is a crowded field, if you want to stand out, dedicate your time to become a professional.*

*The network of colleagues and peers I now call friends is a direct result of my dedication to becoming a CPYB. The continuing education requirement keeps me engaged and I became a member of the CAC (CPYB Certification Advisory Council) in 2019 to help promote the CPYB program.*

**Jeff Merrill**  
**President**  
**JMYS, CYBA**

## How to Get Certified

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The CPYB designation has become a recognized seal of excellence for professional yacht brokers and those in the boating industry. The goal of the program is to educate and set an appropriate standard of professional behavior for yacht brokers.

### **Become a professional yacht broker in five steps.**

1. **Complete** 2 years of full-time yacht sales experience.
2. **Apply** for CPYB certification via our online 15-minute application process.
3. **Allow** for a 2-to-3-week application review by the Certification Advisory Council. References and employment will be verified.
4. **Take** the online CPYB proctored exam, upon approval. Participate in an optional study session and review “The Guide.”
5. **Enjoy** the benefits of your CPYB certification.

**Total Financial Investment:** If you are a member of a partner Association, your total cost of application, exam fees, and study materials is under \$500.

**Make Headway as a Certified Professional Yacht Broker!**  
Visit [CPYB.net](http://CPYB.net) Today!

## Email Language

### Email 1

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**Subject Line:** What is a CPYB?

Launched by the [Yacht Brokers Association of America \(YBAA\)](#) in 2002, in collaboration with [Add Your Association] and five other prominent Yacht Associations, the [Certified Professional Yacht Brokers \(CPYB\) program](#) was established with the goals of raising the professional image of yacht brokers and to set a standard for professional behavior amongst those in the industry. The CPYB program is a certification program offered to brokers, dealers, and spokespeople. This certification program tests candidates on their skills and knowledge as yacht sales professionals.

#### SIX REASONS TO BECOME CPYB CERTIFIED

- Distinguishes you among your peers.
- Indicates that your level of knowledge and its application has been tested, measured, and verified to the highest business standards and protocols.
- Signals to your peers and clients that you follow a strict code of ethics and standard business practices.
- Demonstrates your commitment to staying current with industry trends and changes through continuing education.
- Establishes your commitment to advancing excellence in the industry.
- Enhances your earning potential by allowing you to stand out in the eyes of the boating public.

**Take the Certification Test Today!**  
Visit [CPYB.net](http://CPYB.net) to schedule your exam.

### Email 2

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**Subject Line:** The Value of CPYB

The Certified Professional Yacht Brokers (CPYB) program has certified more than 500 yacht sales professionals throughout the US and Canada. After completing the examination, brokers, dealers, and spokespeople earn the recognition as a CPYB Endorsed Brokerage. [Add Your Association] is a Partner Association for the CPYB program.

#### HEAR WHAT OUR MEMBERS ARE SAYING!

*"I have always respected the CPYB guys in the industry and have always known they are a step above everyone else. They make a point to continue their education, evolving and growing with the times. People tend to pay more attention to you with the certification and it certainly helps to have the actual knowledge behind letters."*

**Eddy D.**  
**Yacht Broker**  
**CPYB**

For more information on the CPYB program or to schedule your exam, visit [CPYB.net](http://CPYB.net) today!

**Email 3**

**Subject Line:** What does it take to be a CPYB?

Here is everything you need to know to navigate CPYB certification:



With the CPYB program, you have the chance to learn from industry experts and to stay up to date on the latest industry news. And as a member of [Add Your Association], you make our association stronger.

For more information, visit [CPYB.net/about](http://CPYB.net/about).

**Email 4**

**Subject Line:** Schedule Your CPYB Exam Today!

Need help prepping for your exam? On exam dates, CPYB offers a live Zoom prep session that covers the key topics under each of the five Principal Knowledge categories.

Pre-recorded prep sessions are also available on-demand.

**EXAM PREP DATES:**

<b>Tuesday, March 16, 2021</b> Time: 9:00 - 10:00 am ET	<b>Tuesday, April 13, 2021</b> Time: 9:00 - 10:00 am ET	<b>Tuesday, July 13, 2021</b> Time: 10:30 - 12:30 pm ET
<b>Tuesday, September 21, 2021</b> Time: 10:30 - 12:30 pm ET		<b>Tuesday, December 14, 2021</b> Time: 9:00 - 11:00 am ET

Visit [CPYB.net](http://CPYB.net) to schedule your exam today!

## Press Material

The below press release can be republished and distributed to media contacts for promoting the CPYB program.

**FOR IMMEDIATE RELEASE  
DATE**

Your Executive Director  
Phone Number  
Email Address

### **Certified Professional Yacht Brokers Program Announces Upcoming Credit-Earning Exam Dates**

**CITY, STATE** – The Certified Professional Yacht Brokers’ (CPYB) program is dedicated to raising the professional image of yacht brokers with the boating public and sets an appropriate standard for professional behavior. As the brainchild of the Yacht Brokers Association of America (YBAA), CPYB offers a certification program and is known as the mark of excellence for yacht sales professionals.

Candidates wishing to become CPYB certified can select from a series of 2021 program exam prep dates to ensure they are ready to sit for the certification exam. Sessions are open to any CPYB candidate regardless of their exam date of choosing. Key topics under each of the five Principal Knowledge categories will be covered.

Dates for the 2021 exam prep sessions are as follows: March 16, 2021, April 13, 2021, July 13, 2021, September 21, 2021, and December 14, 2021. For more information or to register visit [CPYB.net](http://CPYB.net).

Additionally, CPYB offers four e-seminars a year open to certified members providing valuable education and insights for participating yacht sales professionals.

#### **About CPYB**

In January 2000, the Yacht Brokers Association of America (YBAA) held a series of focus groups at its annual conference to discuss the development of an industry-wide professional yacht broker certification program. In spring of that year, the YBAA Professional Development Committee kicked off the certification program design with the goals of raising the professional image of yacht brokers with the boating public and setting an appropriate standard for professional behavior.

Two years later, the Certified Professional Yacht Broker (CPYB) program was unveiled, and six prominent yacht broker associations joined YBAA as Partner Associations to promote and manage this program in collaborative alignment. Since then, hundreds of qualified yacht broker professionals have earned their designation.

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## Social Media

The graphics below can be used in marketing content and shared on social media (Facebook, Twitter, LinkedIn) to promote the CPYB program.

### CPYB Navigation Guide Social Content Calendar

CPYB invites you to spread the word! This social media reference sheet was created to help you CPYB increase awareness and participation using your association’s social platforms. **Simply copy the social post, download the images, and then you are ready to post!**

Social Copy	Graphic
Distinguished. Professional. Dedicated. These are just a few words that embody a CPYB. If you want to stand-out by providing excellence and accreditation to your work, it’s time to become a CPYB. Learn more: <a href="http://ow.ly/TP9j50Dutr0">http://ow.ly/TP9j50Dutr0</a> #ChartYourCourse	The Value
Once a CPYB, you must maintain your certified status by completing 21 hours of continuing education (CE) over a 3-year period. This process keeps a CPYB educated, equipped, and refreshed. Review the CE Policy here: <a href="http://ow.ly/OPgy50DuugB">http://ow.ly/OPgy50DuugB</a> #CPYBCertified	Recertification
In need of a yacht broker with exceptional knowledge of the industry? Then look no further! You can search for an experienced, certified yacht sales professional here: <a href="http://ow.ly/34UK50DuuRk">http://ow.ly/34UK50DuuRk</a> #CPYB	Find a CPYB
We know you’re itching to review your CPYB status – CHECK YOUR STATUS HERE: <a href="http://ow.ly/OPgy50DuugB">http://ow.ly/OPgy50DuugB</a> #CPYBCertified	Find a CPYB
Achieve the highest level of industry accreditation as a yacht sales professional by becoming a Certified Professional Yacht Broker (CPYB)! Set yourself apart and #ChartYourCourse to success, today: <a href="http://ow.ly/pChR50DuvNO">http://ow.ly/pChR50DuvNO</a>	Chart Your Course
<p>You’ve done it! You have officially made the decision to become a CPYB – so here’s what you need to do:</p> <ol style="list-style-type: none"> <li>1. Check eligibility requirements.</li> <li>2. Submit application.</li> <li>3. Take the CPYB exam.</li> </ol> <p>Let's register for that exam and get to studying! <a href="http://ow.ly/yHc450DuwtP">http://ow.ly/yHc450DuwtP</a> #ChartYourCourse</p>	Testing Days

Social Copy	Graphic
<p>It's time to earn those CE hours! Once a CPYB, it's imperative that you earn your CE credits to stay certified – that's why the [Add Your Association]/CPYB #eSeminars and programs are the perfect way to earn, educate, and grow. Register today: <a href="http://ow.ly/R1OD50Duxex">http://ow.ly/R1OD50Duxex</a></p>	<p>e-Seminars</p>
<p>Time to make fast and study hard for your CPYB exam! If you're in the process of attaining CPYB status, then <i>The Guide</i> will be your best friend. Order your copy and/or view an exam prep-session OnDemand: <a href="http://ow.ly/WmVe50Duy7F">http://ow.ly/WmVe50Duy7F</a></p>	<p>The Guide</p>
<p>Read this inspiring quote from Jeff Merrill, CPYB since 2012 on the true value and benefits of being a CPYB.</p> <p>Join the flotilla and become #CPYBCertified here: <a href="http://ow.ly/IZdT50Duzqy">http://ow.ly/IZdT50Duzqy</a></p>	<p>Why CPYB</p>

### GRAPHICS INCLUDED IN KIT

- [The Value](#)
- [Recertification](#)
- [Find a CPYB](#)
- [Chart Your Course](#)
- [Testing Days](#)
- [e-Seminars](#)
- [The Guide](#)
- [Why CPYB](#)
- [CYBA Testimonial](#)
- [CYBA Testimonial 2](#)
- [IYBA Testimonial](#)
- [Six Reasons to Become a CPYB](#)
- [Reasons to Work with a CPYB](#)
- [Pathway to Certification](#)
- [Navigating Your Certification](#)
- [CPYB Website Banner](#)
- [CPYB Email Header](#)

### CPYB ON SOCIAL

Are you and your association connected to CPYB on Social Media? Below are links to the social media channels CPYB utilizes. Simply click the link and connect by following and liking.

**Facebook:** @CPYBmembers

**Twitter:** @CPYB\_net

**LinkedIn:** @Certified Professional Yacht Broker (CPYB)

## HASHTAGS

Want to do a little bit more? Enhance your post with any of the following hashtags. (Hashtags work to group similar posts together for ease in searching)

**#ChartYourCourse**

**#CPYBCertified**

**#WhyCPYB**

**#CPYB**

## Additional Resources

Below are links to additional resources that can be shared in other marketing communications.

### Resource Links

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#### [Industry Resources](#)

[The Guide for Professional Practice of Yacht Brokerage & Sales](#)

[Selling/Buying Your Vessel](#)

[Boat Loan Calculator](#)

[Vincent J. Petrella Chairman's Award](#)

[2021 Sponsorship Kit](#)

[E-Seminars & Pre-Approved Events](#)

[CPYB Logo](#)