



By Paddy Harrison

The History of Paddy Harrison, 5 Star Yachts & The Way Forward with Partners Amo Yachts, Maritimo Yachts & Absolute Yachts

I arrived in Mallorca in 1987 on a 30 metre motor yacht called "Cape Fane" based in Puerto Portals. The marina was empty at the time and my wife had just given birth to our first son Alex, so I really wanted to be land based and earn more money than I could do working as crew.

I had been skippering and maintaining two other boats in the marina for the same owner as "Cape Fane". Other yachts were constantly arriving in the marina and the owners of these boats wanted a caretaking and maintenance service so very quickly we had a business up and running which we called 5 Star Yacht Care. (I still have the T-shirt).

We built this business up over 10 years, providing maintenance and cleaning services and then we progressed into the brokerage market with a large office in Puerto Portals. In 1997 we sold the business and I then started working for Sunseeker Sales in their Portals office. This took me to the boat shows throughout Europe and broadened my selling skills of boats up to 30 metres, especially regarding new builds with all their warranty issues.

When Sunseeker Sales sold out to Sunseeker Germany my relationship with them finished. From then until 2015 I have been working as an independent yacht/mooring broker with a focus

on Puerto Portals as 5 Star Yachts (You must have seen the blue Toyota pickup). In the autumn of 2014 while selling a Sunseeker in conjunction with another broker from Ibiza called Andreas Moegle of Amo Yachts I had to co-ordinate the refit of the boat to complete the sale. During this refit and the final sale we both got on very well and struck up a good business relationship.

Amo Yachts has the dealership for Spain for Absolute (not the Vodka) and he asked if I was interested to represent Absolute Yachts in Mallorca. When the 2015 Palma boat show came around I assisted setting up and running the Absolute stand and we cemented our relationship.

In June 2015 I attended the Absolute Yachts dealer conference at the factory in Podenzano, Northern Italy. The visit was extremely enlightening; the new factory is highly efficient using The ISS (Integrated Structural System) throughout the building process. From day one they adopted the English as the primary language of the facility. With a state of the art design & production building yachts from 40 to 72 feet of the highest quality, I was very impressed by this, having previously worked with Sunseeker.

Then came the Cannes boat show. I was able to do some preparation for this show on product knowledge and invited clients to view the range of Absolute Yachts we had on display. We achieved some excellent sales of yachts that are currently being delivered to Mallorca and which you will all see in the anchorages & marinas of South West Mallorca this coming season.

Thanks to achieving sales of a number of Absolute Yachts I required a stronger presence and a base in a marina location, so having known Jonathan Syrett of Camper & Nicholsons and

Maritimo Yachts for many years, I approached him to see if we could team up and sell Absolute Yachts from the Maritimo Business Center in the Club de Mar where I am now also working very closely with Maritimo Yachts.

That's where we are now and I am looking ahead to a very bright future with business partners throughout the Balearics with whom I am very proud to be associated.

