



LEOPARD  
CATAMARANS

**THE #1 GLOBAL BROKERAGE  
FOR PRE-OWNED LEOPARD  
CATAMARANS**



[jason.mcdoom@mooringsbrokerage.com](mailto:jason.mcdoom@mooringsbrokerage.com)



+1 758 721 7723



## MEET YOUR BROKER



Jason McDoom combines lifelong Caribbean sailing experience with strong technical expertise. Raised around boats and the charter industry, he developed early hands-on knowledge of yachts, engines, and marine operations.

In 2023 he joined The Moorings and Sunsail in St. Lucia, quickly advancing to Team Lead for the Phase Out/Handback team, where he oversaw detailed yacht evaluations and client coordination. In July 2024 he transitioned into The Moorings Yacht Brokerage Team, supporting the sale of yachts leaving the fleet in St. Lucia. His technical background and charter-industry familiarity make him a valuable resource for buyers and sellers.



## WHY LIST WITH US?

No one knows Leopard Catamarans better than we do. With unmatched knowledge of the Leopard brand and a pulse on the global catamaran market, we provide sellers with the confidence that their yacht will be sold efficiently—and to the right buyer.

Our experienced, globally connected team is 100% focused on Leopard Catamarans. We've successfully sold both new and pre-owned models across continents. Combined with our powerful marketing reach, full-service sales support, and proven results, we're the best-equipped team to represent your yacht.

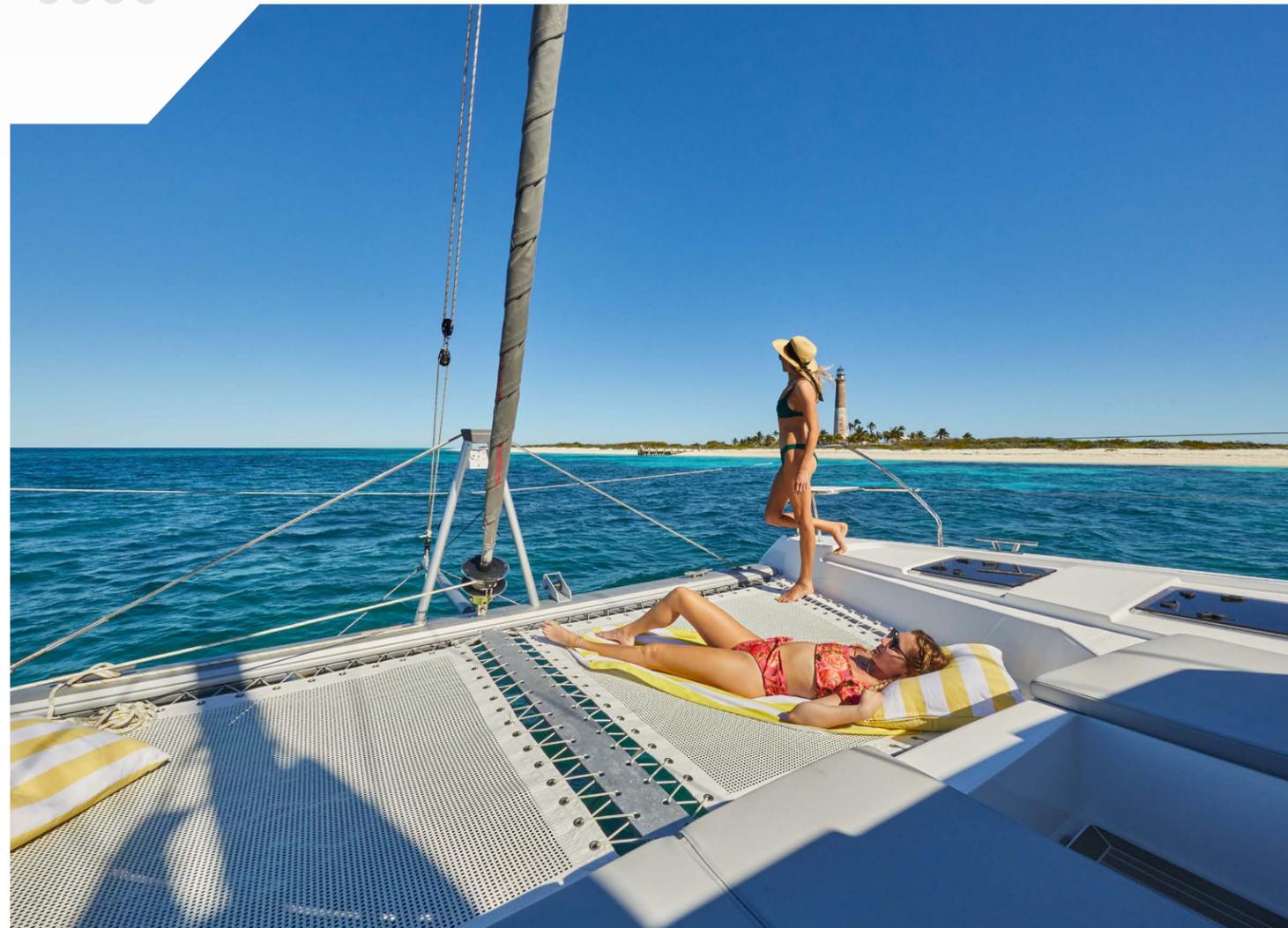
As part of the Travelopia Group, Leopard Brokerage offers the financial stability, reputation, and resources of one of the most trusted names in the marine industry. You can count on us to deliver.

## PRODUCT KNOWLEDGE

As the exclusive global dealer for Robertson & Caine, every Leopard Catamaran ever built has been sold through our network.

Our brokers specialize exclusively in Leopard Catamarans, giving them in-depth product knowledge that's unmatched in the industry.

From factory specifications to ownership history, we understand every detail buyers care about—and we're in daily contact with clients actively searching for a Leopard.



## EXPERIENCE

No brokerage in the world has sold more Leopard Catamarans than we have.

With thousands of transactions under our belt—including over 200 pre-owned listings sold directly on LeopardBrokerage.com, and many more yachts sold after leaving The Moorings and Sunsail charter fleets—our record speaks for itself.

Our team's focus, global reach, and hands-on experience ensure your yacht gets the attention it deserves and the results you expect.

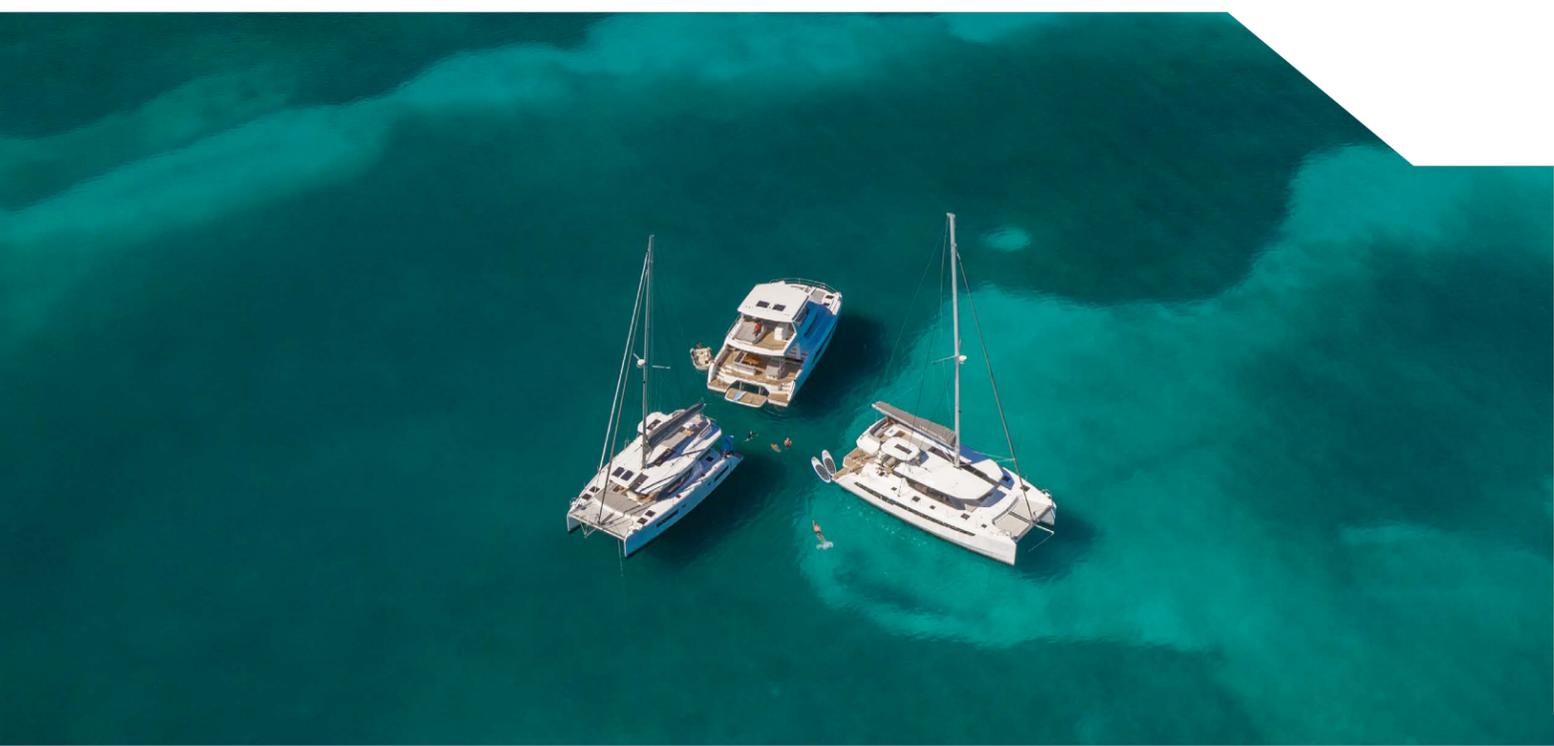


## GLOBAL MARKETING REACH

Your yacht deserves more than just local exposure—it needs a global stage. That's why our marketing efforts span the U.S., Europe, the Mediterranean, Asia, Australia, and beyond

With dedicated marketing teams positioned around the world, we ensure your listing is seen by qualified international buyers.

Your yacht is featured on leading global yacht sales platforms, shared through our worldwide network, and promoted via targeted campaigns that drive real results.



## MARINE INDUSTRY PARTNERS

We don't just rely on our own database—we invest heavily in premium placements with the most trusted names in the marine industry.

Your listing will be promoted through our strategic partnerships with:



## DIGITAL ADVERTISING

Today's yacht buyers are online—and so are we.

We deploy a performance-driven digital strategy that includes targeted SEM (Search Engine Marketing) campaigns, high-impact Google Ads, dynamic social media promotions, and email marketing designed to convert.

Using real-time analytics and audience targeting, we optimize each campaign to ensure your yacht reaches serious buyers across multiple digital touchpoints. It's not just advertising—it's precision marketing.



## INTERNATIONAL PRESENCE

Leopard Brokerage sales agents are on the ground at major boat shows across North America, Europe, Asia, Africa, and Australia—connecting directly with serious buyers around the world.



## EMAIL MARKETING

We put your yacht directly in front of serious buyers.

Our targeted email campaigns highlight your listing to a global, opt-in audience of over 249,000 contacts—and growing. These are engaged boaters and buyers segmented for maximum impact, including:

**56,000**

prospects actively seeking pre-owned boats

**24,000**

specifically interested in new and used Leopard Catamarans

Each campaign is tailored for relevance, designed for engagement, and backed by performance tracking to ensure your listing gets the attention it deserves.

## OUR NEW WEBSITE

We've launched a brand-new, modern website built exclusively for showcasing pre-owned Leopard Catamarans—most of which have never been chartered. With a mobile-first design, faster load times, and powerful search filters, the site is built to connect listings with motivated buyers quickly and effectively. In recent years our website has grown over 400%—and with our recent upgrades, that momentum continues to climb.



## SOCIAL MEDIA REACH

Your listing is seen where buyers spend their time—on social media.

We promote every Leopard Brokerage listing across our highly active platforms with a targeted strategy that blends organic content, paid promotion, and engaging video.

### FACEBOOK

- 1,600+ followers and growing
- Weekly "Feature Friday" videos
- Top-performing video tours reaching 6,600+ views

### YOUTUBE

- Dedicated brokerage channel
- Professionally produced walk-throughs
- Videos consistently reach over 1,000+ views

### INSTAGRAM

- Visually driven content curated for catamaran enthusiasts
- Engaging Reels, Stories, and carousel posts
- Strong reach and engagement with a focused, boat-buying audience

Our in-house team executes a monthly content strategy designed to drive traffic, generate leads, and keep your listing in front of motivated buyers—week after week.



## SEARCH ENGINE MARKETING (SEM)

When buyers search for pre-owned Leopard Catamarans, Leopard Brokerage consistently ranks at the top—and that's no accident.

Our digital marketing team leverages advanced Search Engine Marketing (SEM) strategies, combining targeted Google Ads, keyword-optimized content, and competitive search positioning to drive high-quality traffic to your listing.

With a results-driven approach and constant performance monitoring, we make sure your yacht stands out—and gets found—by serious buyers around the world.



## VIDEO MARKETING & SOCIAL MEDIA

High-quality visuals are essential to selling yachts—and we make sure your listing stands out.

Whenever possible, we produce professional walk-through videos, including drone footage and on-the-water shots, to showcase each yacht in the best light. These videos are published on our YouTube channel and shared across our Facebook and Instagram platforms for maximum reach.

Each week, we feature select listings on social media as part of a coordinated campaign. Our in-house social media team follows a monthly content strategy designed to reach targeted buyers, build engagement, and drive traffic directly to your listing.

## SALES & SUPPORT

We handle the details—so you don't have to.

Our sales process begins with a thorough market analysis based on the latest Leopard Catamaran sales data and global trends. This ensures your yacht is competitively priced from the start.

Thinking of upgrading? We also offer trade evaluations for your current Leopard if you're considering purchasing a new model.

From listing to closing, we manage every step of the transaction, including:

- Survey, sea trial, and haul-out coordination
- Logistics and scheduling with qualified captains
- Recommendations for documentation, repairs, and delivery services

You don't even need to be present—we handle it all with trusted partners and proven procedures.



## EXPERIENCE

What truly sets Leopard Brokerage apart? Exclusive access to the factory.

As the sole global dealer for Leopard Catamarans, we have a direct line to Robertson & Caine and the Leopard Service Department. This gives us unparalleled insight into technical documentation, service records, and upgrade options—resources no other brokerage can match.

Need answers during a sale? We can get information straight from the factory, fast. Need a hard-to-find part? We can source it directly.

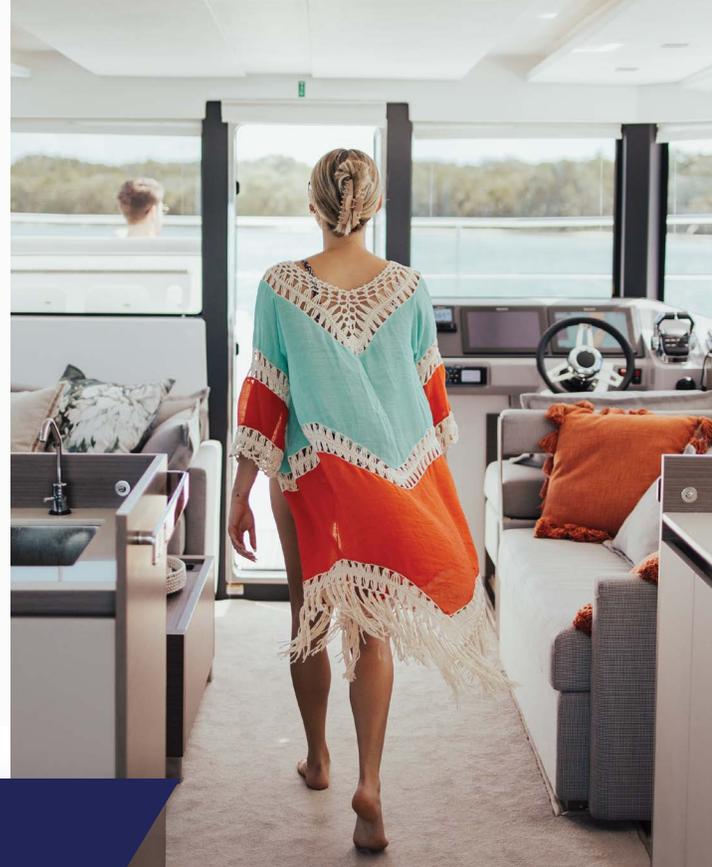
We also guide surveyors and clients with accurate construction insights and design details—information that can make or break a deal.



## YOUR NEXT MOVE

Let the experts handle it.

Join the hundreds of satisfied owners who have sold their catamaran through Leopard Brokerage. Our focused expertise, global reach, and exclusive factory relationships make us the most qualified team to represent your Leopard.



## READY TO LIST?

Contact me today to learn more about our proven sales strategy and how we can help you move forward with confidence.



**Jason McDoom**



✉ [jason.mcdoom@mooringsbrokerage.com](mailto:jason.mcdoom@mooringsbrokerage.com)

☎ C: +1 758 721 7723