

## eYachtCharter review by CharterWave.com misses the mark

Contributed by admin

Recently there was an eYachtCharter review posted by Kim Kavin from a website called CharterWave.com that reported inaccurate, defamatory information about the yacht listing service. Apparently Charter Wave is a platform where charter brokers can become a sponsor and have favorable reviews written about their services. Being perfectionists, EYC is always open to constructive criticism but the eYachtCharter.com review written by Kavin simply missed the mark.

Kavin's recent blog entry commented that after reviewing eYachtCharter.com she "didn't see any reference to the key professional organizations run by reputable charter brokers." If she is referring to EYC not displaying logos from the associations whom she promotes than she is absolutely correct.

Kavin must have skipped the About eYachtCharter page because she obviously misconstrued the company's services in her post. EYC is a multiple listing service for yachts that is open for the public to view and provides 24-hour assistance to connect travelers with the best yacht, captain, crew and of course the broker to fit their needs. As for listing rates, they are clearly displayed on the page titled Listing Services, which is located on the site's top tool bar.

Large firms with outstanding term charter reputations will facilitate \$100,000+ per week vacations of the highest caliber, but they don't necessarily cater to luxury day charters or corporate events that some smaller firms may provide.

eYachtCharter.com offers yachts and information for all types of charters whether it is a romantic wine tasting cruise in the San Francisco Bay or a weeklong honeymoon in Greece.

Kavin mentioned in her entry that choosing the yacht is just the beginning of the charter booking experience and seems to profess that the broker is the most important element. That is where she and EYC seem to differ. eYachtCharter believes that the consumer is the most important element of the yacht charter, not just the broker.

On January 2, 2008 eYachtCharter.com announced its official grand opening of its luxury yacht charter directory. The company began accepting listings from reputable listing agents, owners and clearinghouses for sail and motor yachts that charter to exotic destinations throughout the globe. The opening was a huge success!

Being the new kid on the block, EYC wanted to introduce itself to the professionals of the industry. Marine professionals were invited to register on the site and become part of the global yachting community. This was to share a platform that has become one of the top ranking yacht charter websites on the Internet and attracting thousands of highly targeted, unique visitors each month from around the world. This can be attributed in part by the fact that the site is published in nine different languages to provide our international users with an opportunity to receive information in their own vernacular.

All marine professionals including listing agents who may want to be considered to list their yachts, charter agents who could utilize our database to find yachts free of charge, marine professionals who may provide complimentary services to link up and become part of our resources section or captains and crew who would like to share their tales from past charters can register to the site.

Kavin was invited to contribute to eYachtCharter.com as a yachting resource and declined stating, "you guys are a competitor, and you're infringing on my way of life." It was shortly after that conversation that her "review" was posted. This was not an accurate review and many details were neglected. This was simply one misguided individual taking Clintonian cheap shots against their opponents.

She also referred to the Cayman Islands as an improper location for a "Proper Yacht Charter" but what exactly is a proper yacht charter? Does this mean that a three-day scuba diving expedition on a 58' Catamaran in the Cayman Islands is improper?

Kavin concluded her post with "Buyer Beware" in reference to the yacht charter services and the quality of the yachts listing in eYachtCharter's directory. EYC has associates around the world who aid in qualifying each and every one of the yachts before they are included in the system. Due to her irresponsible journalism and unwarranted invective, her credibility has now become subject to question.

While some may not support eYachtCharter's business model, everyone is entitled to their opinion. eYachtCharter.com is flattered by the attention and looks forward to the competition.