

# When is the Best Time to Buy a Boat?

by James Sorenson

Ask anyone in the retail boat business, "When is the best time to buy a boat?" and they'll answer, "Today." Probe a little further and you'll find there's more to consider, including where you live, whether you're buying new or used, and the time of year and the time of the month.

Conventional wisdom says that boat sellers have monthly quotas, just as car sellers do, and that better prices can be negotiated near the end of the month.

The new model year begins each late summer, and boats for sale in the spring may sell for a lower price as the date approaches for the new 2020 models to arrive at the end of August or September.

Even in a rising market, builders like to prime the pump for the new model year and will often offer dealers short-term incentive to sell their new 2020 model for the price of a 2019 model. But these models may also be sold out quickly. "As a result August or September for the Lake George Boat dealers is a very strong sales month, since many of them have one or two year old boat rentals for sale!" says Roger Phinney, Director of the Lake George Boat Show.

"Whether you're after a new or used boat", says Phinney, "the time to buy the boat you want in 2020 is whenever you can get your hands on it." The used-boat market is hot right now because the economy is doing well and there is a scarcity of boats for sale!"

THE LAKE GEORGE  
BOAT SHOW  
SEPTEMBER 14<sup>th</sup> & 15<sup>th</sup>

Those 4 or 6-year-old boats you might like to buy now simply don't exist in adequate numbers. As Phinney puts it, "If you see that 2016 model you've been looking for, buy it now. If you wait until tomorrow, it may well be sold."

To some extent, every boat-buying decision involves emotions, but Fall on Lake George is different! The weather is cool, the scenery spectacular, and the Lake George boat dealers offer a great opportunity to take advantage of demo boats in the water for free trials of new and used boats.

On top of all that many hotels, motels and cottages in the Lake George area discount their weekend packages thus you save both ways, while enjoying fall on Lake George, a never to be forgotten wonderful experience!

