



FOR IMMEDIATE RELEASE

The Yacht Experts LLC Acquires J Brothers Yacht Sales Assets; Announces West Coast Expansion and Maritime Tech Partnership

FORT LAUDERDALE, FL — March 30, 2026 — The Yacht Experts LLC, a premier Fort Lauderdale-based brokerage and maritime advisory firm, today announced the strategic acquisition of selected assets from St. Petersburg, Florida-based **J Brothers Yacht Sales LLC**, expanding the company to a dual-coast operation and introducing a technology-driven brokerage model designed to modernize yacht sales. The transition, effective April 1, 2026, strengthens The Yacht Experts presence across key U.S. boating markets while introducing new broker technology and performance systems.

As part of this strategic move, The Yacht Experts will absorb select brokers, high-performing listings, active buyer clients, and proprietary marketing assets. This expansion is reinforced by a long-term advisory partnership with **Vigor Media LLC** to implement **advanced broker training programs and marine sales business solutions & technology platform** across the combined firm.

Michael Johnson, CEO of J Brothers Yacht Sales, will transition to lead **Vigor Media LLC**. This venture focuses on high-performance broker sales development and the deployment of advanced sales technology.

“I sought a partner to steward the J Brothers legacy who is committed to improving the marine ownership and brokerage experience through innovation and professional development. The Yacht Experts work in warranty technology, along with their collaboration in enhancing DECK Yacht Broker Pro — the industry’s first structured business solutions platform for yacht brokers — and implementing The Aligned Experience, our proprietary training program, represents a meaningful step toward elevating the professionalism and performance of yacht brokers across the marine industry,” said Michael Johnson.



“This acquisition marks an important step in expanding our presence while modernizing how yacht brokerage operates,” said **Rob Hammerling and Chris Saltzburg, Founders of The Yacht Experts LLC**. “By combining experienced brokers with technology platforms like DECK and our warranty-first ownership model, we are building a more transparent and efficient experience for buyers and sellers.”

New Broker Technology and Training Platforms

The Yacht Experts will serve as the launch partner for two new industry platforms:

- **The Aligned Experience Program:** A proprietary training framework designed to help yacht brokers improve client engagement, strengthen customer satisfaction, and guide buyers and sellers through a more structured brokerage experience.
- **DECK Yacht Broker Pro:** A specialized brokerage technology platform designed to enhance broker sales efforts, build credibility in the market, and help brokers manage their business from one centralized system.

The transition will bring a portfolio of active listings and brokerage clients under The Yacht Experts umbrella, strengthening its presence across the Gulf Coast and West Coast markets while expanding its commitment to professional, client-focused yacht brokerage.

The "Warranty-First" Brokerage Model The Yacht Experts continues to innovate by expanding its proprietary **Strategic Extended Warranty Program**. This program offers cost-effective coverage for boat buyers, owners, and sellers, protecting clients from the rising costs of maritime maintenance and technical failures.

The program is designed to bring greater transparency and peace of mind to yacht ownership by addressing one of the most significant concerns for buyers: the long-term cost and reliability of complex marine systems.

About The Yacht Experts LLC

Headquartered in Fort Lauderdale, FL, The Yacht Experts LLC is a full-service brokerage and advisory firm specializing in luxury vessel acquisitions and sales. As a leader in maritime innovation, the firm provides strategic **Extended Warranty Coverage** and utilizes the **DECK**



Yacht Broker Pro, technology platform to ensure every transaction is backed by professional integrity and long-term asset protection . Website: yachtexpertsllc.com

About Vigor Media LLC

Vigor Media LLC, based in St. Petersburg, Florida, provides specialized sales training, business development, and management support for professionals in the marine industry. Through initiatives such as the Aligned Experience program and DECK Yacht Broker Pro, Vigor Media focuses on improving broker performance, strengthening client engagement, and supporting structured business growth. Website: vigormediaservices.com

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