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As Yacht Ownership Evolves, Catamaran Gurus Expands Regional Advisory Network Across North America's Premier Cruising Markets

Strategic partnerships in the Caribbean and Southern California strengthen localized owner support while reflecting a broader shift in how today's catamaran owners buy, cruise, charter, and manage their vessels.

FORT LAUDERDALE, Fla. — July 28, 2026 — As catamaran ownership becomes increasingly global and owners expect expert support long after the purchase, **Catamaran Gurus** is expanding its regional advisory network through new strategic partnerships in the Caribbean and Southern California.

The company today announced partnerships with **Virgin Island Yacht Brokers (VIYB)** and **West Coast Multihulls**, establishing dedicated Catamaran Gurus representation throughout the British Virgin Islands, U.S. Virgin Islands, St. Martin, St. Croix, Grenada, San Diego, and Marina del Rey.

Rather than expanding through a traditional dealership model, the company is building a network of experienced regional advisors who provide localized expertise backed by the resources, technical knowledge, and manufacturer relationships of one of North America's leading catamaran advisory organizations.

The move reflects a growing trend across the marine industry as yacht owners increasingly seek long-term advisory relationships that extend beyond the initial purchase to include charter management, cruising support, maintenance planning, financing, resale, and ongoing ownership guidance.

"Buying a yacht is no longer the finish line, it's the beginning of a long ownership journey," said **Stephen Cockcroft**, **chairman and co-founder of Catamaran Gurus.** "Owners today expect trusted advisors who understand not only the boats themselves, but also where they're cruising, where they're chartering, how they're maintaining their investment, and how they're maximizing the ownership experience. That's exactly why we're investing in experienced local partners in the markets that matter most."

For nearly two decades, Catamaran Gurus has differentiated itself by serving as an independent advisor throughout every stage of ownership, combining brokerage services with technical expertise, sailing education, charter consulting, financial planning, and owner advocacy. Those relationships increasingly extend well beyond the point of sale.

Today, many Catamaran Gurus clients place their vessels into professionally managed charter programs, spend months cruising internationally, or split their time between multiple home ports throughout North America and the Caribbean. The company's expansion is designed to meet owners where they actually use their boats, not simply where they purchase them.

The Caribbean represents one of the world's premier catamaran cruising and charter destinations, making it a natural first step in Catamaran Gurus' expansion strategy. Under the agreement, respected yacht broker and charter professional Steve Varrow, founder of Virgin Island Yacht Brokers, will lead the company's operations throughout the British Virgin Islands, U.S. Virgin Islands, St. Martin, St. Croix, and Grenada. With more than 15 years of experience as a professional charter captain, yacht broker, and advisor, Varrow and his team will provide localized expertise to owners where they cruise, charter, and maintain their vessels.

"The Caribbean is where many owners truly experience the lifestyle they envisioned when they purchased their boat," Cockcroft said. "Having experienced professionals on the ground allows us to provide a level of support that simply isn't possible from thousands of miles away."

Catamaran Gurus is also expanding into Southern California through a strategic partnership with West Coast Multihulls, establishing representation in San Diego and Marina del Rey. Together, the Caribbean and California partnerships extend the company's advisory network across two of North America's most important cruising regions while providing owners with direct access to experienced local professionals backed by Catamaran Gurus' technical expertise, training, and long-standing manufacturer relationships.

"Today's buyers are looking for more than a yacht, they're looking for trusted guidance throughout the ownership experience," said **Kurt Jerman, founder and owner of West Coast Multihulls.** "Catamaran Gurus has built a reputation around educating and supporting owners long after the sale, and that's a philosophy we share. By combining our local market knowledge with their technical expertise and owner-first approach, we're creating a stronger experience for sailors throughout the West Coast."

The expansion follows another milestone year for Catamaran Gurus. Earlier this year, Catana Group, the manufacturer of Catana, Bali, and YOT Power Catamarans, acquired a minority ownership interest in the company, reinforcing a long-standing relationship built around owner education, technical expertise, and customer success. As the company continues investing in training, brokerage services, charter management, and owner support, the new regional partnerships represent another step toward meeting the evolving expectations of today's yacht owners.

Media assets
High-resolution images and logos are available here.

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About Catamaran Gurus
Catamaran Gurus is a Fort Lauderdale, Florida-based catamaran advisory and brokerage organization serving clients throughout every stage of yacht ownership. Celebrating nearly 20 years in business, the company provides independent guidance in yacht acquisition, charter management, brokerage, owner education, technical consulting, financial planning, and resale.

Catamaran Gurus is the exclusive North American dealer for **Catana**, **Bali**, **GranOcean**, and **YOT Power Catamarans**, and operates from Fort Lauderdale, Annapolis, and an expanding network of regional partner locations throughout North America and the Caribbean.

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