



Sanlorenzo Adria pokazuje znakove ozbiljnog rasta. Nakon što su prodali svoju prvu jahtu za ovu sezonu, najavili su prodaju još tri za narednu godinu, nakon čega sledi otvaranje dodatnih kancelarija u Rovinju i Porto Montenegro, dok njihovo sedište ostaje u Sukošanu. Ova kompanija, koja se bavi trgovinom luksuznih jahti, očigledno cveta, a o tome smo imali priliku da razgovaramo sa jednim od osnivača, austrijskim preduzetnikom Francom Silingrom

Franz Schillinger

**NAŠI KLIJENTI SU NAŠI
AMBASADORI / OUR CLIENTS
ARE OUR AMBASSADORS**

KADA STE TAČNO POKRENULI FIRMU SANLORENZO ADRIA?

Kompanija je osnovana krajem 2019. godine. Nekoliko meseci kasnije suočili smo se sa pandemijom virusa COVID-19, pa je početak bio težak, sa otkazanim sajmovima nautike i ograničenjima putovanja koja potencijalnim kupcima nisu dozvoljavala da poseite brodogradilište, što je takođe bitan uslov za prodaju jahti ove kategorije.

KOJE TERITORIJE POKRIVATE?

Zastupamo Sanlorenzo Yachts u Srbiji, Bosni i Hercegovini, Republici Severnoj Makedoniji, Crnoj Gori, Hrvatskoj, Austriji, Češkoj, Slovačkoj i Mađarskoj.

KOJI SU SANLORENZO MODELI NAJINTERESANTNIJI ZA NAŠE TRŽIŠTE?

Prodali smo početni model SL78 i jedan SL96A, koji predstavljaju klasičnu i elegantnu Sanlorenzo liniju. SL96 Asymmetric je čuvar tradicije i pionir inovacija. Takođe smo prodali jedan SX76 i jedan SX88. Linija SX je sinteza između klasične motorne jahte sa flajbridžom i modela Explorer. Kada pogledate deo za plivanje sa pro-

porcijama velike terase, odmah vam postaje jasno da je linija SX revolucionarni projekat. Imam mnogo iskustva sa katamaranima. Master Yachting, matična kompanija Sanlorenzo Adria, jedan je od najvećih dilera Lagoon plovila na svetu, sa više od 300 isporučениh katamarana u poslednjih 15 godina. Moje iskustvo sa katamaranima mi ukazuje na to da posebno na Jadranu sa brojnim ostrvima i uvalama, vlasnici čamaca i charter plovila vole da budu blizu vode i da ne postoji nijedna druga marka jahti koja ima „plažni deo“ kao linija Sanlorenzo SX. Verujem da će SX linija imati posebno veliki uspeh na Jadranu.

Međutim, kako naši klijenti ne krstare samo Jadranom, za one koji žele otploviti daleko, jahte SD flote, poludeplasmanski modeli Sanlorenzo od 28 do 38 metara dužine, nude izvanrednu autonomiju dovoljnu i za najudaljenije destinacije.

NA KOJI NAČIN OBJAŠNJAVATE PRIČU O SVOM USPEHU?

Stvaranje dobrih odnosa je moj prioritet. Radim sa ljudima koji misle na druge, a ne samo na sebe. Na primer, direktor prodaje Sanlorenzo Adria, Štefan Kol je neko koga sam upoznao još 2012. godine u Crnoj Gori gde je držao brokersku kancelariju. Postali smo prijatelji i ostali u kontaktu godinama bez ikakvih poslovnih odnosa. Kada sam ga sreo 2019. godine na Majorci, tokom konferencije za štampu Frauscher Boats, analizirali smo tržište jahti i došli do zaključka da je vrhunski brend Sanlorenzo već predugo nedovoljno zastupljen na Jadranu.

Isto važi i za Darka Obradovića, vlasnika Master Yachting Croatia kog sam upoznao 2008. godine. Darko vodi najveću kancelariju za Sanlorenzo u Marini Dalmacija, u Sukošanu, gde smo nedavno takođe zajedno pokrenuli posredništvo za jahte. Sa Darkom sam u ovih 15 godina sklopio brojne poslove samo na reč, nikada nismo potpisali ugovor. On je naš partner za ovu oblast, kao i Sanja Božović za Crnu Goru, koju Štefan Kol i ja poznajemo od 2012. godine. Sa Peterom Šmidom, mojim partnerom u Master Yachting za Austriju i Nemačku, radio sam u Vitri između 1985. i 1988. godine. Živeo sam i poslovao u Nemačkoj i Kanadi od 1989. do 1997. godine i u tom periodu smo izgubili kontakt, ali kada sam preuzeo Master Yachting Austria 2008. godine, on je bio moj prvi izbor za partnera i finansijskog direktora. Objasnjavanje odnosa sa svim partnerima Master Yachting i Sanlorenzo Adria bilo bi predugo za ovaj intervju, ali mogu vam reći da Brigita Šperl, Rudi Ekenberger, Jens Šonberg, Marsel Glaubacker, Knut Elert koji se brinu uglavnom o nemačkom, austrijskom i švajcarskom tržištu nisu samo visokokvalifikovani i iskusni konsultanti za jahte, već i dugogodišnji prijatelji. Sve je u poverenju i partnerstvu!



↑ Franz Šillinger, Snjezana Šillinger, PR Sanlorenzo Adria / Franz Schillinger, Snjezana Schillinger, PR Sanlorenzo Adria



Sanlorenzo Adria has shown signs of serious growth, after selling their first yacht for this season, they have announced the sales of three more yacht already signed for next year, followed by opening of the additional new offices in Rovinj and Porto Montenegro, while their main office remains in Sukošan. The luxury yachts dealer is clearly booming, and we had a chance to speak with one of the founders, Austrian entrepreneur Franz Schillinger about it

WHEN DID YOU EXACTLY START SANLORENZO ADRIA?

The company was established end of 2019. A few months later we faced the COVID-19 pandemic, so it was a difficult start with boat shows cancelled and travel restrictions not allowing potential buyers to visit the shipyard which is also an essential tool to sell yachts of this category.

WHICH TERRITORIES DO YOU COVER?

We represent Sanlorenzo Yachts in Serbia, Bosnia & Herzegovina, the Republic of North Macedonia, Montenegro, Croatia, Austria, Czech Republic, Slovakia and Hungary.

WHICH MODELS YOU FIND MOST INTERESTING FOR OUR MARKETS?

We have sold the entry model SL78 and one SL96A representing the classic and elegant line of Sanlorenzo. The SL96 Asymmetric is a guardian of tradition and a pioneer of innovation. We have also sold one SX76 and one SX88. The SX line is a synthesis between the classic motor yacht with flying bridge and the Explorer model. When you look at the beach area with the proportions of a large terrace, it becomes immediately clear that the SX line is a revolutionary project. I have a vast experience with catamarans. Master Yachting, the parent company of Sanlorenzo Adria, is one of the biggest Lagoon dealers in the world with far over 300 catamarans delivered in the last 15 years. My experience with catamarans shows me that especially in the Adriatic with its numerous islands and bays, boat owners and charterers love to be close to the water and there is no other yacht brand which has a beach area as the Sanlorenzo SX line. I believe that the SX line will have great success especially in the Adriatic. However, our clients are not only cruising in the Adriatic. For those who want to go far, the yachts of the SD fleet, the semi-displacement models of Sanlorenzo from 28 to 38 meters in length offer outstanding range to reach even the most faraway destinations.



Darko Obradović, Dino Mehun i Franc Šillinger sa Draganom Kovačevićem na otvaranju Sanlorenzo kancelarije u Sukošanu / Darko Obradović, Dino Mehun and Franz Schillinger with Dragan Kovačević at the Sanlorenzo office opening in Sukošan

KOJU BISTE PORUKU POSLALI KLIJENTIMA?

Kao i unutar kompanije, mi takođe i sa klijentima održavamo kako poslovni tako i partnerski odnos. Naš cilj nije samo brza prodaja, mi pružamo doživotnu podršku. Jedna od naših prednosti je postprodaja. Sa Dinom Mehunom, koji već nekoliko godina rukovodi odeljenjem postprodajnih usluga za Lagoon, Beneteau i Frauscher, dobili smo mladog i dinamičnog, ali veoma iskusnog menadžera za postprodajne usluge, koji se uvek pobrine da svi vlasnici Sanlorenzo jahti budu 100% zadovoljni.

OTKRIJTE NAM VAŠ DUGOROČNI CILJ?

Oduvek mi je cilj bio učiniti ljude srećnima, jer to usrećuje mene, i to se neće promeniti. Usrećujemo ljude ispunjavajući njihove snove da postanu vlasnici brodova, a nakon toga se trudimo da ostanu srećni tako što brinemo o njima dokle god poseduju svoj brod.

VOLITE JADRAN, MOŽETE LI NAM REĆI KAKO VIDITE OVO TRŽIŠTE?

Tržište jahti na Jadranu se veoma pozitivno promenilo poslednjih godina, posebno u čarteru. Primećujem veoma snažan trend prelaska od jeftinog čartera do ekskluzivnog čartera sa posadom, što takođe odražava kvalitet koji ova oblast može da ponudi. Jadran je definitivno najlepša regija na svetu za čarter i najbolja za ulaganje u čarter jahte.

ZASTUPATE JOŠ JEDAN LUKSUZNI BREND - FRAUSCHER. KAKO VIDITE NJIHOVU POZICIJU NA TRŽIŠTU?

Asortiman Frauscher ručno rađenih čamaca je raznolik kao more, a inovativni modeli redovno stoje rame uz rame sa nagrađivanim



Štefan Kohl, Franc Šillinger i Dino Mehun / Stephan Kohl, Franz Schillinger and Dino Mehun

klasicima. Frauscher je dostigao legendarni status ekskluzivnog brenda u luksuznim „hotspotovima“ kao što su Majorka, Ibica, Azurna obala i Majami. Postoje i vlasnici vila u Hrvatskoj koji imaju Frauscher u svojoj garaži, a imamo i neke pionire u hrvatskom čarter biznisu koji nude Frauscher brodove za luksuzne transfere ili jednostavna krstarenja. U Crnoj Gori, takođe imamo puno Frauscher klijenata. Verujem da ćemo, kako Hrvatska bude postajala sve ekskluzivnija destinacija, u nadolazećim godinama videti mnogo Frauscher brodova između Rovinja i Dubrovnika.



Štefan Kohl i Franc Šillinger / Stephan Kohl and Franz Schillinger

Darko Obradović i Franc Šillinger sa Ninom Badrić na otvaranju Sanlorenzo kancelarije u Sukošanu / Darko Obradović and Franz Schillinger with Nina Badrić at the Sanlorenzo office opening in Sukošan

HOW DO YOU EXPLAIN YOUR SUCCESS STORY?

Making good relationships is my priority. I only work with people who have a "We mentality", not a "Me mentality". For example, the Sanlorenzo Adria Sales Director, Stephan Kohl is someone who I have met in 2012 in Montenegro where he entertained a brokerage office. We became friends and stayed in touch over the years without any business relation. When I met him in 2019 in Mallorca during a Frauscher Boats press event we analysed the yacht market and came to the conclusion that this top of the notch brand Sanlorenzo has been underrepresented in the Adriatic for too long. The same goes for Darko Obradović, the owner of Master Yachting Croatia whom I met back in 2008. Darko is providing the Sanlorenzo flag ship office in Marina Dalmacija, Sukošan where we recently also started a yacht brokerage together. With Darko I have made numerous yacht deals for 15 years only per handshake, we have never signed a contract. Darko is our partner for the area, so is Sanja Božović for Montenegro who Stephan Kohl and myself know since 2012. With Peter Schmid, my partner in Master Yachting Austria and Germany I had worked together at Vitra



Štefan Kohl, Franc Šillinger, Darko Obradović i Dino Mehun na otvaranju Sanlorenzo kancelarije u Sukošanu / Stephan Kohl, Franz Schillinger, Darko Obradović and Dino Mehun at the Sanlorenzo office opening in Sukošan

“ Stvaranje dobrih odnosa je moj prioritet. Radim sa ljudima koji misle na druge, a ne samo na sebe / Making good relationships is my priority. I only work with people who have a “We mentality”, not a “Me mentality”

between 1985 and 1988. I had lived and worked in Germany and Canada from 1989 to 1997 and we lost contact in these years but when I took over Master Yachting Austria in 2008 he was my first choice when I was looking for a partner and CFO. It would go beyond the scope of this interview to explain the relationships with all Master Yachting and Sanlorenzo Adria partners, but I can tell you that Brigitte Sperl, Rudi Exenberger, Jens Schönberg, Marcel Glaubacker, Knut Ehlerth who are taking care mostly of the German, Austrian and Swiss markets are not only highly qualified and experienced yacht consultants, but also long-standing friends. It's all about trust and partnership!

WHAT IS YOUR MESSAGE FOR YOUR CLIENTS?

As in the internal relationship, we also live trust and partnership in relation to our customers. It's not about the quick sale, we give life time support. One of our strengths is in after sales. With Dino Mehun who has been managing our afters sales department for Lagoon, Beneteau and Frauscher for several years now, we have a young and dynamic yet very experienced after sales manager who will make sure that also our Sanlorenzo owners will be 100% satisfied.

WHAT IS YOUR LONG-TERM GOAL?

My goal has always been to make people happy because that makes me happy and that's not going to change. We make people

happy by fulfilling their dreams becoming boat owners and we keep them happy by taking care for them as long as they own their boat.

YOU LOVE THE ADRIATIC, CAN YOU SAY A LITTLE BIT HOW YOU SEE THIS MARKET?

The yacht market in the Adriatic has changed very positively over the past years, especially in charter. I see a very strong trend from low-cost bareboat charter to exclusive crewed charter which also reflects the quality which this area has to offer. The Adriatic is definitely the most beautiful region in the world for charter and the best for yacht charter investment.

YOU ALSO REPRESENT ANOTHER LUXURY BRAND, FRAUSCHER, HOW DO YOU SEE THEIR POSITION AT THE MARKET?

The range of Frauscher handcrafted boats is as diverse as the sea. Innovations are regularly presented alongside award-winning design classics. Frauscher has achieved exclusive brand awareness in luxury hotspots such as Mallorca, Ibiza, the Côte d'Azur and Miami. There are also some villa owners in Croatia who have a Frauscher in their boat garage and we also have some pioneers in the Croatian charter business who offer Frauscher boats for luxury transfers or day cruises. In Montenegro we have a lot of Frauscher clients and I believe with Croatia becoming more and more a high-end destination, we will see many Frauscher boats between Rovinj and Dubrovnik in the coming years.



ENGINEERS OF EMOTIONS



FRAUSCHER MOTOR YACHTS



747 Mirage

747 Mirage Air

858 Fantom

858 Fantom Air

1017 GT

1017 GT Air

1414 Demon

1414 Demon Air

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