



Franz Schillinger

Ispunjavanje snova
Happiness Is a Yacht Away

Text: Damir Vantić Photos: Sanlorenzo Adria

Austrijski poduzetnik za naš magazin govori o usponu brenda Sanlorenzo u regiji, poslovnoj filozofiji, Frauscherovim brodovima i Hrvatskoj kao ekskluzivnoj destinaciji

We talked to Austrian businessman Franz Schillinger about the rise of Sanlorenzo in the region, his business philosophy, Frauscher models and Croatia as an exclusive yachting destination

Sanlorenzo Adria pokazuje znakove ozbiljnog rasta, a nakon što su prodali svoju prvu jahtu za ovu sezonu, najavili su prodaju još tri jahte za sljedeću godinu, nakon čega slijedi otvaranje dodatnih novih ureda u Rovinju i Porto Montenegro, dok njihov matični ured ostaje u Sukošanu. Najmlađi zastupnik luksuznih jahti u Hrvatskoj očito brzo raste, a o tome smo imali priliku razgovarati s jednim od osnivača, austrijskim poduzetnikom Franzom Schillingerom.

Kada ste osnovali Sanlorenzo Adria?

Tvrtka je osnovana krajem 2019. godine. Nekoliko mjeseci kasnije suočili smo se s pandemijom koronavirusa, pa je početak bio težak, zbog otkazivanja sajmova nautike i ograničenja putovanja koja potencijalnim kupcima nisu dopuštala posjet brodogradilištu, što je također bitan element koji pomaže pri prodaji jahti ove kategorije.

Koje teritorije pokrivete?

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

Koji su vaši modeli najzanimljiviji za naša tržišta?

Prodali smo jedan primjerak najmanjeg modela SL 78 i jedan SL 96 A, koji predstavljaju klasičnu i elegantnu liniju Sanlorenza. SL 96 Asymmetric je čuvar tradicije i pionir inovacija. Prodali smo i jedan SX 76 i jedan SX 88. SX linija je sinteza između klasične motorne jahte s fly palubom i explorera. Kada pogledate područje krmene platforme s dimenzijama velike terase, jasno je da je linija SX revolucionarni projekt. Imam mnogo iskustva s katamaranima. Master Yachting, matična tvrtka Sanlorenzo Adrije, jedan je od najvećih zastupnika za Lagoon na svijetu, s više od 300 isporučenih katamarana u posljednjih 15 godina. Meni osobno iskustvo s katamaranima govori da posebno na Jadranu, s brojnim otocima i uvalama, vlasnici brodova i iznajmljivači vole biti blizu vode, a nijedan drugi brend nema krmu poput serije Sanlorenzo SX. Vjerujem da će serija SX biti popularna na Jadranu. Ali kako naši klijenti ne krstare samo Jadranom, za one koji žele otploviti daleko, jahte serije SD flote, poludeplasmanski modeli Sanlorenzo od 28 do 38 metara, imaju impresivnu autonomiju dovoljnu i za najudaljenije destinacije.

Kako objašnjavate uspjeh vaše kuće?

Stvaranje dobrih odnosa mi je prioritet. Radim samo s ljudima koji misle na grupu, a ne samo na sebe. Na primjer, direktor prodaje Sanlorenzo Adrije, Stephan Kohl i ja smo se upoznali 2012. godine u Crnoj Gori, gdje smo imali brokerski ured. Sprijateljili smo se i ostali u kontaktu godinama, bez ikakvih poslovnih odnosa. Kad smo se sreli 2019. na Mallorci, tijekom jednog press eventa Frauscher Boats, analizirali smo tržište jahti i došli do zaključka da je vrhunski brend Sanlorenzo već predugo nedovoljno zastupljen na Jadranu. Isto vrijedi i za Darka Obradovića, vlasnika Master Yachting Croatije, kojeg sam upoznao 2008. godine.

Sanlorenzo Adria has shown signs of serious growth, after selling their first yacht for this season, they have announced the sales of three more yachts 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 youngest Croatian 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 Austria, Croatia, Czech Republic, Slovakia, Hungary, Bosnia & Herzegovina, Serbia, the Republic of North Macedonia, Montenegro and Albania.

Which models you find most interesting for our markets?

We have sold the entry model SL 78 and one SL 96 A representing the classic and elegant line of Sanlorenzo. The SL 96 Asymmetric is a guardian of tradition and a pioneer of innovation. We have also sold one SX 76 and one SX 88. 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.

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 analyzed the yacht market and came to the conclusion that this top of the notch brand Sanlorenzo has been underrepresent-

Darko vodi najveći ured Sanlorenzo u Marini Dalmacija u Sukošanu, gdje smo nedavno također zajedno pokrenuli posredništvo jahti. S Darkom sam u ovih 15 godina sklopio brojne poslove samo na dogovor, na rukovanje, bez potpisivanja ugovora. Darko je naš partner za to područje, kao i Sanja Bozović za Crnu Goru, koju Stephan Kohl i ja poznajemo od 2012. S Peterom Schmidom, mojim partnerom u Master Yachting Austriji i Njemačkoj, radio sam zajedno u Vitri između 1985. i 1988. godine. Živio sam i radio u Njemačkoj i Kanadi od 1989. do 1997. i izgubili smo kontakt na neko vrijeme, ali kada sam preuzeo Master Yachting Austriju 2008., on je bio moj prvi izbor za partnera i financijskog direktora. Objašnjavanje odnosa sa svim partnerima Master Yachtinga i Sanlorenzo Adrije izlazilo bi izvan okvira ovog intervjua, ali mogu vam reći da Brigitte Spertl, Rudi Exenberger, Jens Schönberg, Marcel Glaubacker, Knut Ehlert koji se bave njemačkim, austrijskim i švicarskim tržištem, nisu samo visokokvalificirani i iskusni savjetnici za jahte, već i dugogodišnji prijatelji. Sve je u povjerenju i partnerstvu!

Koja je vaša poruka klijentima?

Naši klijenti su naši ambasadori. Kao i unutar tvrtke, i s klijentima održavamo ne samo poslovni odnos, nego i partnerski. Naš cilj nije brza

ed 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 Bozović 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 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 Spertl, Rudi Exenberger, Jens Schönberg, Marcel Glaubacker, Knut Ehlert 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?

Our clients are our ambassadors. 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 after sales department for Lagoon, Beneteau and Frauscher for several years now, we have a young and dynamic yet very experienced after



Darko Obradović, Franz Schillinger, Dračan Kovačević & Dino Mehun



Stephan Kohl, Franz Schillinger & Dino Mehun

Rad s ljudima koji misle na grupu, a ne na sebe najbolje objašnjava odnose među partnerima tvrtke Sanlorenzo Adria

Working with people who have a 'We mentality', not a 'Me mentality' explains the relationships with Sanlorenzo Adria partners



Franz Schillinger, Snježana Schillinger & Stephan Kohl

'Naš cilj nije brza prodaja, već klijentima dajemo doživotnu podršku'

'It's not about the quick sale, we give life time support to our customers'



prodaja, već klijentima dajemo doživotnu podršku. Jedna od naših prednosti su i postprodajne usluge. Dino Mehun, koji već nekoliko godina vodi naš odjel naknadne prodaje za Lagoon, Beneteau i Frauscher, mlad je i dinamičan, ali već vrlo iskusan menadžer, koji se uvijek pobrine da svi vlasnici Sanlorenza budu 100 posto zadovoljni.

Koji je vaš dugoročni cilj?

Moj cilj je uvijek bio usrećiti ljude jer to usrećuje mene, a taj se cilj neće promijeniti. Usrećujemo ljude ispunjavajući njihove snove o posjedovanju jahte, a nakon toga se trudimo da njihova sreća potraje godinama.

Volite Hrvatsku, a sada ovdje imate i obitelj. Možete li nam reći kako vidite naše tržište?

Tržište jahti u Hrvatskoj se promijenilo vrlo pozitivno tijekom proteklih godina, pogotovo što se tiče čartera. Primjećujem snažan trend od low-cost bareboat čartera do ekskluzivnog čartera s posadom, što također odražava kvalitetu koju zemlja može ponuditi. Hrvatska je definitivno najljepša regija na svijetu za čarter i najbolja za ulaganje u najam jahti. **Zastupate još jedan luksuzni brend - Frauscher. Kako vidite njihov položaj na tržištu?**

Ponuda Frauscherovih ručno građenih brodova je raznolika, a inovativni modeli redovito stoje uz rame s nagrađivanim klasicima. Frauscher je dosegno legendarni status u luksuznim destinacijama kao što su Mallorca, Ibiza, Azurna obala i Miami. Neki vlasnici vila u Hrvatskoj također imaju Frauscherove modele u garaži, a tu su i neki pioniri u hrvatskoj industriji čartera koji nude Frauscherove modele za luksuzne transfere ili jednodnevna krstarenja. Vjerujem da ćemo, kako Hrvatska bude postajala sve ekskluzivnija destinacija, u nadolazećim godinama vidjeti mnogo Frauscherovih brodova između Rovinja i Dubrovnika.

sales manager who will make sure that also our Sanlorenzo owners will be 100 percent 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 Croatia, and now you have a family here. Can you say a little bit how you see our market?

The yacht market in Croatia 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 the country has to offer. Croatia 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. 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.