

Whiticar Yacht Sales to bring touch of Palm Beach Boat Show to Stuart by hosting Showcase Open House

Jessica Layne

Posted March 23, 2011 at 3:34 p.m., updated March 23, 2011 at 3:34 p.m.

YourNews

This story is contributed by a member of the Treasure Coast community and is neither endorsed nor affiliated with TCPalm.com

[Contribute your own story](#)



STUART — Every year, boat show season kicks off and Chuck Mack, the Sales Manager of Whiticar Yacht Sales in Stuart, jumps at the opportunity to put his best listings on display for the public at multiple shows, including the upcoming Palm Beach International Boat show. This year, however, he decided to forgo the traditional boat show and take a slightly different approach to make the process of purchasing a boat a more personal experience by hosting a Showcase Open House at the Whiticar Boat Yard in Stuart.

Mack describes a boat owner's relationship with their boat as "individual and unique." Perhaps it's where they taught their child to fish. Maybe it's the vessel they've purchased for retirement to explore the world with their husband or wife.

"No matter the circumstance, they are always looking for something special," said Mack. "That's why we're taking the opportunity to provide that

one-on-one attention by hosting an event at our own facility during the weekend of the Palm Beach International Boat Show. Buyers can enjoy the boat show just south of us and still have the personal attention at our yard, all in one weekend."

Whiticar Yacht Sales will host the Open House Showcase at the Whiticar Boat Yard at 3636 SE Old St. Lucie Blvd, in Stuart on Saturday, March 26 from 9 a.m. to 6 p.m. On display will be pre-owned Whiticars and production boats. All guests are welcome and attendance is free.

Whiticar Yacht Sales travels to multiple boat shows per year showcasing their listings and services. Whiticar Boat Works President Jim Dragseth commented that while the shows are "a great opportunity to network with potential buyers and sellers, this open house will allow those who may be traveling farther distances to attend the Palm Beach International Boat Show the chance to get more out of their weekend. For guests who also come to our yard, it will be like two shows in one." He added, "We're excited to host this first Yacht Sales Open House and look forward to hosting more in the future."

For more information about the Open House, visit <http://www.whiticar.com> or call 772-287-2883. For an advance preview of some of the boats scheduled for display and for more Whiticar listings, visit <http://www.yachtworld.com/whiticar>.

About Whiticar Boat Works

Located on Florida's Treasure Coast, Whiticar Boat Works, Inc. has remained at the forefront of the boating community and marine industry since 1947 because of its devotion to quality work and passion for the boating lifestyle. Evolving from the original boat yard located in Stuart, Florida, Whiticar Boat Works has established new divisions of the company, including: Shearwater Marine in 1996; Whiticar Marine North in 2003 and Whiticar Yacht Sales in 2004, all of which are owned and operated by the same family you have come to know and trust for more than 60 years. For more information, visit <http://www.whiticar.com>, call 772-287-2883 or find us on Facebook at <http://www.Facebook.com/WhiticarBoatWorks>.

This story is contributed by a member of the Treasure Coast community and is neither endorsed by nor affiliated with this site.