

# SIMPLY MARINAS

Selling or Buying a Marina? Expect Results!  
Work with a Specialized Marine Real Estate Firm

ASH PROPERTY GROUP INC [www.marinabuysellfinance.com](http://www.marinabuysellfinance.com)

Over \$100,000,000 and 35 marine site transactions the last three years  
Qualified Marina Buyers

Featured Marina Sold!

Go Simple—Fee Simple—Featured Slips for Sale



**Watermark Marina of Snake Creek, Islamorada.**  
The new construction will add 30 wet-slips and 300 dry-stack storage units



**The Harborage Club, Fort Lauderdale.** "Soon to be one of the country's most impressive indoor dry storage marina." Slips with a Yacht Club Lifestyle from the \$100,000



**Marina Village at Boynton Beach**  
28' - 50' Wet Slips for Sale on the Intercoastal. Starting at \$115,000

## Featured Marina Sites for Sale



**Key Largo Marina** 1.4 acres.  
700' dock. 20 wet slips. 63 dry slips prelim approval.  
\$2,695,000



**Yacht Club—Palm Beach County**  
Fully entitled 18 luxury waterfront units with 44 fee-simple wet slips. 1.2 acres upland. 2.1 acres submerged fee simple. \$35,000,000



**Volusia County Marina** 6.4 acres dry; 2.5 wet. 6000' wet slips dockage. Dry stack facility approved. 200 units entitlements. \$36,000,000



**Private 60 acres Bahamas Island.** Deep water, boat traffic, access to utilities, feasible location for luxury development and mega yacht marina.  
\$39,000,000



**Florida Keys Marina** Working marina with two lifts. 2.3 acres upland. 56 wet slips, 90 dry. 1500' seawall. \$8,450,000

## Miami Marine Sites: Marinas, Boat Repairs, Manufacturing, Shipping. 15 marine listings in Miami over the last two years



**2.8 acres. 600' riverfront.** Railroad access



**Two acres. 300' riverfront.** 30,000sf Warehouse



**Three acres. 700' riverfront.** Easy Ocean Access



### SELL YOUR MARINA HERE

5% of proceeds go to your local marine organization

Call for confidential marina sites

A. Michelle Ash, MBA, Ph.D., President  
Ash Property Group, Inc. 305-439-9581  
[ashcompany@gmail.com](mailto:ashcompany@gmail.com)



*This offering is subject to errors, omissions, prior sale, withdrawal without notice. Buyer is to verify information*

# **SIMPLY MARINAS**

## **R E A D-“Real Estate and Development”**



*\*See you at the 8th Drystack Conference, October 26-28, 2008~ West Palm Beach, FL*  
*\*Sponsor MIA SF Puttin' on the Ritz 2008 Gala Event*  
*\*Featured in WAVE Magazine and the Miami Today as the Marine Sites Expert (2008)*

### **INSIDE MARINA READ**

Pages 2-4

#### **MORE SIMPLY MARINAS FOR SALE**

Pages 5-7

#### **HOW SIMPLY MARINAS MAXIMIZES YOUR MARKETING AND BUSINESS GROWTH**

SERVICES & QUALIFICATIONS  
WAVE MAGAZINE H20 VIP  
TESTIMONIALS

Pages 8-9

#### **MARINA TOOLS FOR YOUR BUSINESS BOTTOM LINE**

TODAY'S MARKET; THE MAKING OF A DEAL  
NEW MARINA AND SLIP SOLUTIONS IN DADE  
WATERFRONT USE TAXES OPTIMIZING MARINA PROJECT PERMITTING  
MAKING MARINAS MORE PROFITABLE

Pages 10

#### **MARINAS SOLD IN FLORIDA—SIMPLY MARINAS RESEARCH SERVICES**

**Get listed, get profiled, or submit a marina business tool:**

[ash@simplymarinas.com](mailto:ash@simplymarinas.com) [www.simplymarinas.com](http://www.simplymarinas.com) 305-439-9581

A Service of Ash Property Group Inc. 4000 Ponce De Leon Blvd, Suite 470, Coral Gables, FL 33146

**Distributed by mail and email to over 2000 marina investors**  
**We look forward to mutual partnerships with MIA SF Members**



# Simply Marinas for Sale

**Marina ID:SM12**

## **FLORIDA WEST COAST MARINA FOR SALE**

New Exclusive Listing of Simply Marinas

**4.5 acres plus or minus**

**225 Dry Racks (Two enclosed buildings; 75 Wet Slips**

**Near 100% occupancy**

**Owner financing available with the right terms and conditions**

**This full service marina is located in one of the nicest areas of the West Coast of Florida with a history of loyal clients**

**Boat repairs; boat rentals ; boat storage for wet and dry slips; ship's store with bait, food and drink, tackle and more; fuel; restaurant lease; fishing; taxi charters and cruises**

**Offered at: \$13,500,000**

---

**Marina ID: SM13**



**Florida Keys Marina**—above photo:Oceanside 5.8 acres marina in the best location of the keys with entitlements for 153 dry slips and 10 wet slips marina. Construction on its way. We were the transaction broker on this deal. Price: \$10.00M.

Offerings are subject to errors, omissions, prior sale, and withdrawal without notice. Buyer is to verify information

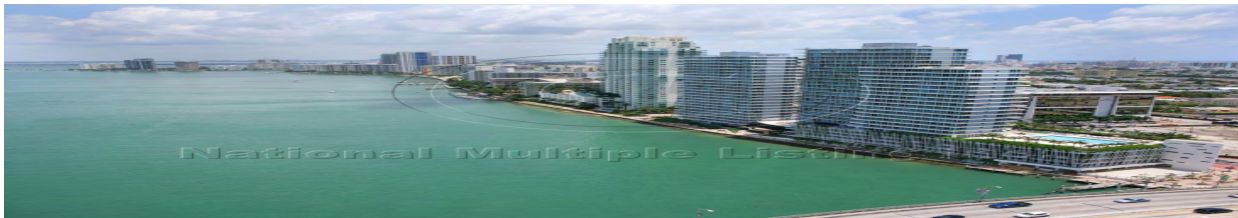
#### Marina ID:SM14

**Florida Marina:** Over 26 Acres; over 800 dry slips and 200 wet at near 100% occupancy. A large portion of the wet slips are covered and accommodates large boats. Other income sources include fuel, repairs, and storage. Owner Financing Available. \$70.00M

#### Marina ID:SM15

**Bahamas Resort and Marina:** 16 existing wet slips with an 80 year lease and entitlements for 16 condos. The slip mix ranges from 50' to 140' long slips. This marina and development have their private beach club. The offering is \$8.00M combined for the development and the marina. The marina can be purchased separately for \$4.00M. A Joint venture is possible.

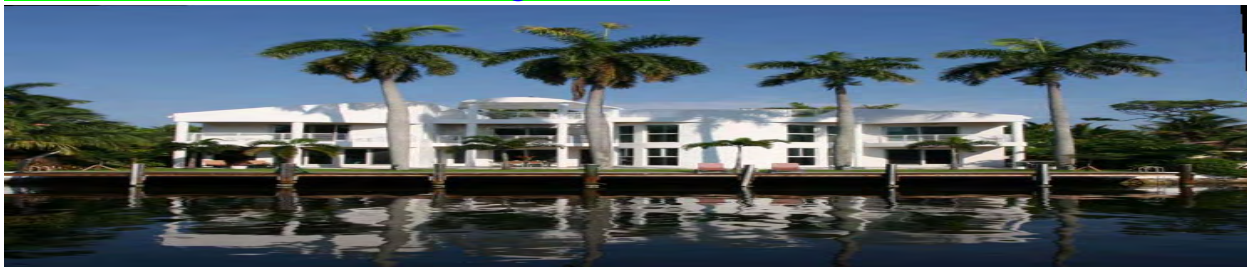
#### Marina ID:SM16



**South Florida Marina and Retail Opportunity**--above photo: Waterfront retail opportunity with rights to a marina. This project features 17,500 Sq/Ft of retail space. It includes 70 parking spaces. Proximity to world class beach, shopping, hotels, and restaurants makes this location second to none. Price: \$15.00M

#### Marina ID: SM17

#### Featured Green Home with Dockage for Sale



This Fort Lauderdale home is inspired by modern forms of yachts and Florida lifestyle with lots of outdoor terraces, balconies and covered roof spaces. This green sustainable house has received awards. The house has Reception, Living, Dining, Kitchen, five Bedrooms and four and half bathrooms. Site Area is 10,528 SF.; Total air conditioned space 4,655 SF. Price: \$4.00M

Offerings are subject to errors, omissions, prior sale, and withdrawal without notice. Buyer is to verify information

**Marina ID:SM18**

**Miami Industrial Marine Site:** Three acres and 700' of seawall. 5000SF office building, 10,000SF warehouse. Ideal for Industrial marine use such as shipping, boat manufacturing, and boat repairs. Has current income of \$50,000/ month. Tenant will do five year lease. Great for an end user looking for a waterfront industrial site. Price: \$8.5M



**Marina ID: SM19**

**Miami Marina:** 1 acre. 17 covered wet slips. \$2.5M This marina offers a great shelter for large boats. The submerged land is owned in fee simple. It has a showroom space, warehouse, and offices. The marina has boat repairs as well as boat sales. Price: \$2.5M



For more Info and to receive our newsletter please email us at: [ash@simplymarinas.com](mailto:ash@simplymarinas.com)

[ash@simplymarinas.com](mailto:ash@simplymarinas.com) [www.simplymarinas.com](http://www.simplymarinas.com) 305-439-9581

A Service of Ash Property Group Inc. 4000 Ponce De Leon Blvd, Suite 470, Coral Gables, FL 33146

Offerings are subject to errors, omissions, prior sale, and withdrawal without notice. Buyer is to verify information





## Simply Marinas Real Estate Services and Qualifications

Dear MIASF Member

**Our Focus is Simply Marinas**--brokerage, financing, development, and government relations. This is how we can assist you in marketing your property and maximizing your investment:

**Lifelong Marketing Skills with a High Value Proven Marketing System** -- Extensive marketing experience and training as prior CEO of PBS WLRN Radio and TV and a liaison to the business community. Our marketing budget is ambitious. We have a large data base including boat owners in your area and international investors. **Your property will receive the greatest amount of exposure and as a result the highest value;**

**A Community, Government Relations and Marine Network to Support Your Project and Business** --Awards include: Hall of Fame, Greater Miami Chamber of Commerce; Finalist, Athena Award, Coral Gables Chamber, featured as one of six woman business leaders in the Miami Today; five appointments to state committees; and membership in the Marine Industries Association of South Florida, the Association of Marina Industries, the Marine Industries Association of Florida, and the Miami Marine River Group; and service on the Commercial Real Estate Board of Governors;

**Business Experience, Analysis and Research to Facilitate Your Transaction**--MBA, Ph.D. (University of Miami) and post doctorate work in Productivity Improvement and Total Quality Management; CCIM financial analysis; Research and expertise in creating business partnerships—doctorate dissertation in community partnership; Consultant on the RFP process for municipal marine requests for proposals—experience in writing grants as prior management analyst; Research on marine real estate-- Information on marinas sold in Florida providing location, date of sale, size, price; boat registration and boat slips in select areas; and market survey on area marinas with occupancy rates, rate per foot, waiting List, # of slips;

**Sales-Ability**-- Negotiated over 35 marina transactions, top member producer for three chambers for six years, and a client list which is a who's who in the marine industry;

**Marine Projects Financing Sources**-- Including our own private lending and investments network. We put our money where our mouth is and invest in marine projects;

**Complete Transaction Management**--A team of strategic partners in financing, permitting, property taxes, insurance, 1031 exchange, and marina valuation;

**Buyer/Seller rebates**--We cover certain transaction costs such as prelim appraisal, Phase I for our exclusive clients. A WIN-WIN Commission Structure.

**Our goal is to build relationships based on integrity and service**--If I could assist you in your marina initiatives, you may contact me directly at (305) 439-9581. I look forward to speaking and visiting with you.

Regards,

Adiba Michelle Ash, MBA, Ph.D.  
President and Owner, "Simply Marinas"  
Ash Property Group Inc.  
305-439-9581; [ash@simplymarinas.com](mailto:ash@simplymarinas.com)

# Magic Touch

For Adiba Michelle Ash, a day on the water is another opportunity to further her love for the ocean and everything that comes along with it including doing everything in her power to ensure others are able to share in her passion.

Text by **Stacy Wynn**



**F**or boating enthusiast Adiba Michelle Ash, there's nothing like some well-spent time out on the water. "I love to go boating with my family and friends on our 42-foot Riviera," she says. "We've discovered that family fishing keeps a steady supply of fish coming!"


With quotes like that, it's no wonder that Ash is changing the way Floridians think about marine real estate. Through her two key companies, InvestFlorida and the Ash Property Group, and her initiative Simply Marinas, Ash has helped turn the waterfront focus back toward dry storage marinas — a key ingredient in the quest to keep the beautiful Florida waters accessible to boaters. "We make everything simple by providing comprehensive services," she says. And those services include brokerage, financing and permitting through industry partners, marine investments, private lending and marine sites valuation.

Take for example Snake Creek Marina in Islamorada. Ash was part of a team that facilitated permitting for 150 dry slips (with an additional 150 on their way) and financing. "I'm very fortunate to have worked with key marina players," she says. "The key is the national and international network we have and putting players together to bring successful closure."

Ash says she has also been a strategic partner in increasing the value and desirability of owning marine sites on the Miami River. "I've worked long and hard in coordination with the Miami River

Marine Group and the River Commission to keep marine industrial sites for marine use and not for condo development," she says. "We worked on 15 marine transactions there over the last two years. I put my money where my mouth is: I've been a private lender/investor along with a group of investors in river sites and created value by assembling sites; I've facilitated coordination with the city and the county; I've assisted in creating additional income by creating a network; and I've made great friends in the process."

So what draws Ash back to the water? "After years of being cooped up in buildings and the ivory tower, I decided to work, play and enjoy," she responds. "Marinas do that for me. They are relaxing and beautiful. Marina owners are low-key and real...I love being on the water or near the water."

As for her future efforts within the ever-evolving marine industry, she says she remains optimistic and looks forward to what's ahead. "I knew this field was a good niche for me," she says. "I enjoy making marine deals happen: Over 35 marine site transactions, totaling over \$100 million in the last three years. I'm going to continue to work along with local groups and marina investors with the county to allow additional slips in Miami. We also work with island developers in the Caribbean. Being that they do not produce construction materials over there, some clients are purchasing shipping sites on the river to control their shipping process and costs." And when the next deals closes — it's time to go boating. 



## Testimonials

"We have looked at several projects with Adiba, and find her to be the consummate professional. Combine Adiba's professionalism with her knowledge of the marina market plus her positive approach and attitude and you will see how she has become so successful."--**Kirby Scheimann, Marinas International (as buyer)**

"Adiba's professionalism is exemplified by her membership and active participation in Marine Industries Association of South Florida events and activities".--**Frank Herhold, Executive Director—MIASF**

"Adiba appears to have an intimate knowledge of the Florida marina market and a client focused approach to the business of buying and selling marine related real estate."--**Dunston Powell, CCIM – Acquisitions – Atlantic Marina Holdings, LLC (and affiliated companies) (as buyer)**

"Adiba is a one-stop shop. She knows what is available and worth pursuing. We are closers and so is she."--**Richard Conto, CEO Southfork Development Group (as buyer and seller)**

"Adiba Michelle Ash's years of successful experience in selling marine sites has made her an expert in the special niche market of international shipping terminals, marinas and recreational boatyards." --**Brett Bibeau, Director--Miami River Commission**

"Adiba had great success bringing closure between buyers and sellers."--**Fran Bohnsack, Executive Director--Miami River Marine Group**

"Adiba sold me one marine property, and then the adjacent one. She helped assemble both and then sell them combined in a short time. She has been a single resource of marine sites for me."--**Vladimir Gonzales (as buyer and seller)**

"We have bought, sold, and listed four marines sites with Adiba. She is tenacious, is a great marketer, and has the contacts and a great can-do attitude to get the job done. She works on all aspects of the transaction to make the deal happen."--**Albert Rodriguez (as buyer and seller)**

"It's no wonder that Ash is changing the way Floridians think about marine real estate? Through her two key companies, InvestFlorida and the Ash Property Group, and her initiative Simply Marinas, Ash has helped turn the waterfront focus back toward dry storage marinas — a key ingredient in the quest to keep the beautiful Florida waters accessible to boaters."--**WAVE Magazine 2/20/08**

"Major marina companies and investors have been looking at the river. Some property owners want to purchase boat slips from other property owners on the river to increase their slips numbers," she said. "There is a lot more demand for slips in Dade than there is supply."—**by the Miami Today-- July 3, 08**



## Today's Market; the Makings of a Deal

**A motivated seller** has one or more of these characteristics: The property is cash flow negative and he can no longer sustain losses; there is a partnership dispute; owner needs the equity to invest in other opportunities; owner is relocating to a different place; bank loan is due; investor funds are due.

**A motivated buyer** has one or more of the following characteristics: has to invest funds from a 1031 exchange; has funds available at a low interest rate with a bank; has to buy to assemble a large piece of property; is a real estate player with several years of experience.

---



**New Marina and Slip Shortage Solutions in Miami Dade:** “Although the slip shortage is worsening in many areas, some communities have implemented solutions. For example, the City of Miami – with more than 1,000 public berths at three fully occupied marinas – is expanding capacity at its popular Dinner Key Marina by constructing a 225-vessel offshore mooring facility.” MarinaWorld, Jan, 2008. In addition the County and City of Miami are looking at expanding other facilities. Email me to keep you updated on upcoming RFP(s) in Dade County and interested investors.

---

## **WATERFRONT USE TAXES:**

Marinas, commercial fishing facilities and other "working waterfront" businesses could receive a property tax break by being assessed according to their current use, rather than based on potential use. Though the white-hot market has chilled considerably in the past few years, public access to the water is being quickly reduced as marinas and other marine-related businesses get taxed out of business as they are appraised upon potential use of the land as a high-end condominium, time-share or waterfront resort. Such rates are forcing many to sell their properties to developers of condos and resorts. The measure specifically targets marinas, commercial piers, ports, commercial fishing operations and dry docks, which would qualify for the tax exceptions. State economists estimate the proposal would reduce local property tax collections by \$69 million in 2009 and \$142 million in 2012. Of that, schools would lose \$30 million in 2009 and \$63 million by 2012." Sunday, May 11, 2008, TCPalm.

---

## **Optimizing Marina and Waterfront Project Permitting**

By Peter C. Peterson—Adapted From BoatingIndustry.com Jan, 2008

**Know the process and all the parties involved; make contacts with the agencies and conduct pre-application meetings; hire a consultant if the project is difficult; prepare a complete permit package with clear figures and information; be prepared for questions, and respond in a timely manner; be realistic about timeframes; don't let the permits expire; and make sure and submit all post-project requirements such as completion notices and as-builts.**

## **Making Marinas More Profitable**

Budgeting your way to success. *By James L. Fry.* Adapted From BoatingIndustry.com. *Tips From the Article:*

**Take a look at the "fixed" expenses or overhead items like property and personal taxes, insurance, and management expenses first. The cost of insurance represents a significant part of overall costs for marina operators yet many don't make the time to shop for the best and most affordable policies. With regard to management overhead, take a look at your staffing plan and look for efficiency. Part of your planning and budgeting process should include a review of significant repair and renewal projects at your marina; Take a look at marketing and advertising expenses. Look hard at all the "things that we've always done." Are they all still necessary or appropriate?**

**SIMPLY MARINAS** Research Services for our Clients: Information on Marinas Sold in Florida: Location, Date of Sale, Size, Price; Boat Registration and Boat Slips in Select Areas; Market Survey on Area Marinas: Occupancy Rates, Rate per Foot, Waiting List, # of Slips; Preliminary Appraisal for Clients

**Marinas Sold 2005-2008 in Florida**

<b>Location</b>	<b>Building</b>	<b>Acres</b>	<b>Date</b>	<b>Price</b>
Key Largo	6,000SF	2.6	05	\$6,080,000
Dania	20,000SF	10.24	05	\$6,080,000
Jacksonville	NA	1	05	\$1,200,000
South Pasadena	28,000SF	10	05	\$11,000,000
Miami	10,000SF	3	06	\$6,000,000
Miami	NA	4.0	06	\$3,800,000
Tampa	82,338SF	5.64	06	\$34,500,000
Key West	19,000SF	12.0	06	\$30,500,000
Quincy	7,912 SF	9.93	06	\$1,500,000
Tarpon Springs	14,008SF	1.14	06	\$2,600,000
Tarpon Springs	10,160SF	2.54	06	\$3,250,000
Marco Island	65,536SF		06	\$17,900,000
Jacksonville	7,723SF	4.7	06	\$2,000,000
South Pasadena	28,000SF	10	06	\$15,000,000
Dunedin	13,480SF	1.26	06	\$6,001,200
South Pasadena	28,675SF	5.26	06	\$9,500,000
Fort Lauderdale	42,000SF	5.42	06	\$15,000,000
Miami	7,000SF	2.2	07	\$5,700,000
Miami	Vacant	1.4	07	\$2,850,000
Miami	30,000SF	1.9	07	\$6,000,000
Miami	40,000SF	3.8	07	\$8,500,000
Cape Coral	6,400SF		07	\$4,100,000
Key Largo	7,752SF	.68	07	\$2,000,000
Fort Lauderdale	4,550SF	6.00	07	\$12,250,000
Key Largo	42,000SF	3.63	07	\$7,350,000
Fort Lauderdale	27,820	11.34	08	\$12,000,000
Earleton	152,460	4	08	\$1,200,000

The above data is an example of "Simply Marinas" Client Research, A Service of Ash Property Group Inc.  
***Details of sales will be provided for buyers***