

## SIMPLY MARINAS:

# Simply Unmatched Marina Sales & Advisory

**A** For more than a decade, Simply Marinas has been behind some of the nation's most notable marina transactions - and at the forefront of supporting this vital economic engine. The private marina brokerage and investment advisory firm with affiliates nationwide has conducted over 70 marine and waterfront transactions drawing buyers from its database of more than 12,000 qualified investors nationwide.

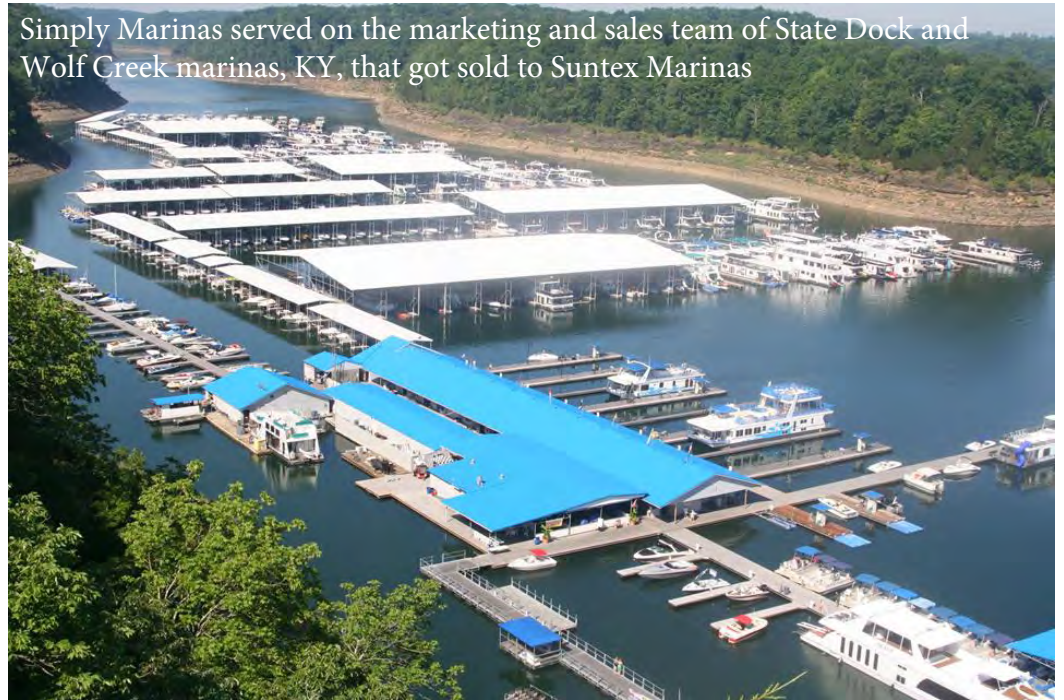
### WHAT MAKES SIMPLY MARINAS UNIQUE?

- **Flexibility:** Free from any other brokerage umbrella, we're competitive in our rates and backed by a private lender network and an established larger network of local and national marina investors.
- **Win-Win:** We nurture partnerships with leading national affiliates. Founder Michelle Ash's doctorate dissertation on community partnerships and national expertise on the subject contributes to her ability to create consensus and close deals.
- **Teamwork as a Family:** We build the best team for every engagement.

Uniquely skilled and highly personable and caring, Michelle and her team strive to ensure buyers and sellers enjoy a smooth transaction. We've even been known to sell the same sites again - and again.

That's how we sail at Simply Marinas.

Simply Marinas served on the marketing and sales team of State Dock and Wolf Creek marinas, KY, that got sold to Suntex Marinas



## RECENT SALES MAKING WAVES

### THE SIMPLY MARINAS TEAM

At Simply Marinas, it's all in the team.

- **Michelle Ash, M.B.A., Ph.D., Founder/CEO.** Marina investor, management analyst, and marketing professional widely published and respected for her work in community partnerships and entrepreneurship, Michelle has served on community and governments boards, has earned numerous awards for her business and charitable work.
- **George Ash, Director.** Having studied real estate finance at MIT with an undergraduate in hospitality, George is an investor, a private lender, and the owner/manager of award-winning hospitality businesses. He oversees due diligence, marina valuation, and investment strategies for marina owners and buyers nationwide.
- **The Simply Marinas Network.** Our connections - from national partner brokerages and the industry's most robust database of interested buyers, to private lenders and skilled professionals lead to unmatched results.



Michelle Ash, Principal

Simply Marinas has overseen some of the largest marina sales and lease transactions valued at more than \$400 million.

Some of the marinas the company handled and sold to our exclusive buyers include Gilbert's Resort and Marina in the Florida (facilitated the financing), Hurricane Cove, 555 Marina, Marine Dynamics, and Marina Point Harbor.

Michelle was asked by Marina Dock Age Magazine to write on Tips for Buying and Selling Marinas. Simply Marinas was a finalist for The Real Estate Achievers and Leaders Award. The team has been featured as "Deal Makers" in the Daily Business Review numerous times for closing challenging deals.

As a marina marketing and investment advisory, Simply Marinas marketed with local partners such as national properties as State Dock and Wolf Creek Marinas (Kentucky), Grand Elk Marina (Colorado); Sardis Lake Marina (Mississippi); Eagle River

(Wisconsin); Lankford Bay Marina (MD), Norview Marina, Rockhold Bay Marina (Chesapeake Bay area), Laughlin Bay Marina, a bank-owned marina in Nevada; and multiple confidential engagements involving marinas in the Midwest and other states. Among our most notable recent transaction:

- **State Dock and Wolf Creek, Kentucky.** The prior owner met Michelle as a buyer. He put the company on their marketing team. The marinas were priced at \$49 million and sold in 2016 to Suntex.
- **Representation of Skipper Buds** on the marketing of two marinas. Other midwest sales include Nestegg Marine in 2018.
- **Marine Dynamics, Englewood, Florida.** This transaction exemplified Simply Marina's representation of select exclusive buyers who relied on the team to find the right marina deal and assist with due diligence and financing.
- **Prime Daytona Marina Assembly:** Michelle sold the marina parcel and then the upland waterfront development to their client to make up for a prime acquisition site.

"The number of quality prospects you brought us was great, from off shore yacht builders to interested lifestyle buyers," said the former owner of Eau Gallie in Melbourne, Florida. "The presentation you put together caught the true essence of our marina. I also appreciated the way you handled the brokerage costs - saved us some money."



To learn more, contact us today at 305-439-9581, or via email

[www.SimplyMarinas.com](http://www.SimplyMarinas.com) • [ash1@simplymarinas.com](mailto:ash1@simplymarinas.com)

Article by business writer, Jeff Zbar

For the South Florida Business Journal

