

Simply Marinas – Maximizing Value and Returns for Marina Resorts and RV Campground Sales

For more than 20 years, **Simply Marinas** has earned national recognition for bringing world-class acumen to assisting buyers and sellers of marinas and waterfront RV parks, from mom-and-pop facilities to larger trophy assets. As a highly respected resource, clients look to the Simply Marinas family to effectively position, market and sell their assets.

Concierge services

Simply Marinas offers a full suite of concierge services. These include the much-needed pre-sale consultation, site assessment, valuation, brokerage, thorough due diligence, equity/debt raise, and exit strategy consultations.

Proven track record

Today, Simply Marinas is an independent brokerage firm that has assisted with more than 250 marina resort and RV park transactions. This includes more than \$350 million in marina and resort transactions in recent months alone. Clients have come to rely on the company's flexible programs, guidance and incentives to help sellers and buyers alike.

Deeply versed in the sector, the Simply Marinas team has valuable insights, derived from its velocity of transactions and client interactions. Team members report continued strong interest in their marina resorts offerings, due to limited inventory and high barriers to entry, coupled with ongoing demand from investment groups and buyers they represent.

A trusted advisory

Simply Marinas has handled the sale of several marinas with RV parks nationwide. A short list includes Four Corners Marina and RV Park, Cedar Creek Marina and RV Park, Whitman Hollow Marina and RV Park, Hales Bar Marina and Resort, and Leatherwood Marina and RV Park in Tennessee; Smugglers Cove Marina and RV Park, Wisdom Dock Marina and Resort and Grider Hill Marina Resort in Kentucky; Highlands Marina and Resort in Georgia; Coconut Cay RV Park in Florida; Port Charles Harbor and RV Park in Missouri, and Shady Shores RV Park in New York.

This transaction traffic reveals Simply Marinas' unique attributes, which include:

- The Simply Marinas network of 14,000-plus marina resort investors. This proprietary list allows the company to field offers within days without relying on outside marketing. This competitive bidding process often yields returns that exceed seller expectations.
- Simply Marinas works directly with national marina companies and investment funds often seeking to acquire multiple marinas, as well as with individual investors, owner-operators, and lifestyle buyers.
- Confidential offerings. Sellers trust Simply Marinas to discreetly handle confidential offerings and transactions. The firm recently facilitated the sale of a marina and RV park portfolio that included Four Corners Resort and Marina in Antioch, Tennessee. Based on his previous experience as a buyer working with Simply Marinas, the seller was confident the firm would respect the



sensitive nature of his transaction.

- Financing facilitation. The Simply Marinas team is part of a private and a traditional lending network, and it has expanded its lending to marina acquisitions. This has proven helpful to buyer clients and to bringing the deal to the closing table.
- Cooperative partnerships. The firm continues to build on its network of national and international affiliates and cooperative relationships with colleagues and industry professionals.
- Commitment to service.

"We understand what makes marinas work, from the docks and restaurants to the back office and ledgers," said George Ash, Simply Marinas' national director, who studied hospitality, leisure management, and real estate finance. "We recognize an asset's current value and can advise buyers and sellers on how to create additional value."

Supporting the community

As a family-run business, Simply Marinas sees its clients as friends, with buyers often returning to the Ash family to resell the same property.

"It's all about giving back," said Simply Marinas Owner/Broker Michelle Ash, MBA, whose Ph.D. dissertation was in community partnerships, and post doctorate work in Total Quality Management. "As a former CEO with a PBS-affiliate public radio and television station, and a top membership producer for three chambers and a supporter of the marine industry, I understand the power importance of making connections and supporting the community. That enables us to maximize value and returns for every client transaction."

To learn more, download the *Simply Marinas brochure with tips on pre-sale preparation and valuation, and review Simply Marinas case studies on featured sales, visit www.simplymarinas.com.*