



SIMPLY MARINAS **AND RESORTS**

SERVICES AND TEAM

CASE STUDIES

TESTIMONIALS

FEATURED SALES

MARINA VALUATION

MAXIMIZING RETURNS

CONFIDENTIAL SALE PROCESS



Our Sales Make Waves

SimplyMarinas.com

305-390-0397

Team@SimplyMarinas.com

MARINA- RESORT SALES • VALUATION • EQUITY • DEBT • DUE DILIGENCE

OUR SERVICES

**Complimentary
Consultation**



**Valuation and Strategic
Assessment**



**Positioning for
Highest Value**



**Deal Structure for
Optimal Returns**



**Exit Strategy
Investment Analysis**



**Outreach: SM Network |
Global Marketing**



**Transaction Management |
Due Diligence**



**Managing Market
Feedback**



**Negotiation |
Deadline for Offers**



**Debt and Equity
Network**

**Marina
Sale
at the
Highest
Value**

The wind behind your sale...

The Simply Marinas Team

At Simply Marinas, our goal is to help marina and marina resort owners prepare for a sale at the highest value. During our 20+ years in service, we have assisted with more than 250 marina transactions, thanks to our network of more than 14,000 marina investors. Our qualified team has the essential insights needed and a proven track record to assist you. Our company has one of the most significant sales volumes in the market, with \$350mm+ of recent marina sales alone. We utilize the Simply Marinas lending network to facilitate our closings. Our team received the “The Real Estate Achievers and Leaders Award” for its outreach program.

We invite you to review our testimonials, case studies, and track record.

Simply Marinas was founded by **Michelle Ash**. As a result of her fascination with the freedom the space provided and her love for the waterfront, she recruited her family and friends to invest in marinas. She soon branched out to national marina sales and lending. She had prior leadership positions in business, marketing and research that prepared her to elevate her marina clients' success to a new level. She held the positions of Business Industry Development Coordinator, and Director of Community Relations for Dade County Public Schools; Executive Officer of Integrated Media and then CEO of WLRN Radio and TV. She has an MBA and Ph.D. in business management with a focus on marketing, and a postdoctorate in Total Quality Management.



Her awards include: Top sales producer for three chambers; Finalist, Coral Gables Chamber Athena Award for community involvement; Hall of Fame, Greater Miami Chamber of Commerce; Recognized by Miami Today as one of six women business leaders in Miami; Finalist, Greater Miami Chamber Real Estate Leaders, and Achievers Award; and “Deal Maker” designation by the Daily Business Review.

George Ash, Simply Marinas National Director expanded the firm's operation nationwide. As an investor, private lender, and business owner, he brings in-depth pragmatic understanding of underwriting, financial analysis, valuation, and transaction management to the marina deal. His skills have proven crucial in assisting his clients with numerous successful marina closings. His genuine care for his marina clients, combined with his diligence, has nurtured long-term relationships and loyalty among both marina buyers and sellers.



He has assisted marina clients nationwide with all facets of the marina transaction required for a successful closing, from the much needed pre-sale ground work, though the due diligence process, and culminating in win-win results for the parties he represents.

George's training and experience have provided him the perfect tools to help his clients. He managed and owned award-winning hospitality businesses. He has a Bachelor of Science in Tourism, Event and Recreation Management from the University of Florida, a Certificate in Real Estate Finance from Massachusetts Institute of Technology and is a CCIM Candidate.

Support Team Members: Claire Turner, Office Manager; Toni Kirkland, Marketing; John Baxa, Exit Strategy Consultant.



A Selection of Case Studies

Recent Sales by the Simply Marinas Team

Case Studies



Portfolio of Three Trophy Marinas

Confidential Offerings

The Property - Four Corners Marina and RV Park, TN - This was a once in a lifetime opportunity to acquire a massive, first-class trophy marina and RV resort in a major, high-growth, metropolitan area: 1,000+/- slips; 115 new RV pads with expansion in place and a wait list; massive boat rental fleet. A majority of income is derived from wet slip and RV pad rental.



The Property - Cedar Creek Marina and Resort, TN - This is a first-class trophy marina resort in one of the South's most prominent and fast-growing metropolitan areas: 550+/- Slips (including 150 slips just built); vacation rental cabins; large boat rental fleet (20 boats)



The Property - Garrison Bight Marina, Key West - This is the only rack storage marina in Key West. Buyer has long term plans to expand the number of slips and rebuild the facility. The asset included 155 enclosed dry boat storage racks; 20 wet slips, boat rentals and a successful, iconic on-site restaurant operated by a 3rd party tenant.



Seller's Testimonial

“ I worked with the Simply Marinas team as a buyer and was impressed by their commitment, expertise, and network in the industry. We chose them to represent us in the sale of multiple marinas. They are on top of their game with total dedication to results. Their commitment and dedication are exemplary. They have the finesse and expertise to effectively manage a marina transaction of any size and complexity. They understand the business and have the know how to close a transaction. I can't say enough on how capable and resourceful their team is. ”

The Results

The Seller has been a buyer of Simply Marinas on previous marina transactions. He contacted us to offer the portfolio confidentially. We created a competitive bidding process and scheduled visits to the marinas within a week. The price was raised by approximately 25% above pricing guidelines given by the owner. All three marina resorts went under agreement within two weeks. Simply Marinas represented both parties.



A Selection of Case Studies

Recent Sales by the Simply Marinas Team

Case Studies



Coconut Cay RV Resort and Marina, Marathon, FL *Confidential Offering*

The Property - Coconut Cay RV Resort & Marina, located off the fabled Overseas Highway in Marathon in the Florida Keys, features a 12 wet slip, liveaboard marina and 25 “one neighbor” RV sites, both of which are fully occupied. It also includes an adjacent property for future expansion. The combination of the RV park and marina, and its location across from the Marathon Airport, along with expansion potential made this a valuable acquisition.



Seller's Testimonial

“The recent sale of our marina was handled professionally and expertly by Simply Marinas. Michelle was attentive to our needs and provided timely advice that aided in the smooth completion of our transaction. I would certainly use Simply Marinas again for any future purchases or sales.”

The Results

In this transaction, Simply Marinas was contacted by an investor eager to locate and secure a combined marina / RV destination in the Florida Keys. Simply Marinas used our market knowledge to locate this boutique, family-operated RV resort with convenient boat dockage, comprising the ideal property, and matching the buyer's unique criteria. We had a strong relationship with the seller and represented both parties in the transaction. The buyer presented a cash offer, and a contract was secured within two weeks.

Chula Vista Marina, San Diego, CA *Confidential Exclusive Offering*

The Property - Chula Vista Marina is a trophy marina, in San Diego's South Bay, that has been family developed and owned for over 40 years. Its 550 wet slips serve vessels large and small. Situated beside the city's Class A urban setting, Chula Vista Marina is surrounded by impressive new developments, making it among the nation's most appealing marina projects.



Seller's Testimonial

“When we first decided to seek out a joint venture partner to redevelop our existing marina, we had no idea how to reach the types of companies and individuals who might be interested in partnering with us. After contacting the Simply Marinas team, we were presented with a steady flow of interested and qualified potential partners of varying sizes and capacities, from which we were able to choose a JV partner who was just the right fit for us, and ultimately a buyer for our interest. The team's in-depth knowledge of the marina industry was invaluable as a marina advisory group. They were skillful in helping us in navigating our options, and we would highly recommend them.”

The Results

The Chula Vista Marina general partner contacted the Simply Marinas team following a national search for marina advisors to secure a joint venture partner to redevelop the property. Working in partnership with real estate broker, Income Property Group, CA, our team identified 30 possible prospects. We then found the ideal partner, who uniquely complemented the managing partner's competencies. Simply Marinas' ability to secure investors and manage the transaction highlights the skills our veteran marina professionals deliver to every transaction. The marina has a projected EBITDA of \$3M+.



A Selection of Case Studies

Recent Sales by the Simply Marinas Team

Case Studies



Port Charles Harbor, MO

Confidential Exclusive Offering

The Property - The asset included 99 covered wet slips, 50 dry storage spaces, 7 RV spots, and a complete service department. It has a strategic advantage as the major stopover for boats traveling south for the winter and north in the spring and for the boaters doing America's Great Loop. The owner had been working on a permit with the Army Corps of Engineers to expand.



Buyer's Testimonial

“We've been actively seeking the right marina acquisition for some years now. With their in-depth knowledge of the marina market, the Simply Marinas team has shared many potential acquisition opportunities with us. We have been disciplined in waiting for the right deal that fit our acquisition criteria. Ultimately, Port Charles Harbor, MO, one of Simply Marinas' exclusive listings, fit the bill. George Ash and Michelle Ash facilitated the transaction, leading to a successful closing. They were professional and reliable throughout the process. We look forward to working with them again.”

The Results

The owner requested that we present the marina under strict confidentiality. We presented an offering summary with an ID number instead of the name and location; once signed, we related the name, only to qualified buyers with strong interest. We procured a buyer who worked with us previously to identify the right marina. The buyer completed his due diligence subject to the dry storage expansion. Our team, along with the seller and buyer, worked together to secure the permit. This added tremendous value to the acquisition. The Simply Marinas team represented both parties.

Holden Beach Marina, NC

Confidential Exclusive Offering

The Property - It enjoys a prime 7.91-acre location on North Carolina's Intracoastal Waterway. The full-service marina's 254 dry rack slips and 30 wet slips are consistently at full occupancy, owing to the property's unencumbered access to the Atlantic Ocean. Additional profit centers include a diesel and gas fuel dock; ships store with bait, tackle and snacks; and service and repair. For the buyer, this was an ideal facility.



Buyer's Testimonial

“The Simply Marinas team has been presenting marina offerings to me regularly. George Ash was diligent in fielding my preliminary due diligence requests with the seller, facilitating my understanding of the deal so that I could make a fair and informed offer. Simply Marinas brings a wealth of experience and integrity in this niche commercial real estate space. I look forward to working with them again someday.”

The Results

The Simply Marinas' deep network of marina-focused buyer entities helped drive this transaction. Our team represented both the seller and buyer, helping build consensus between the two parties during the extensive due diligence process and contract negotiations. As a common ally to the two parties, we helped achieve a successful closing.



A Selection of Case Studies

Recent Sales by the Simply Marinas Team

Case Studies



The Marinas at Little Harbor, Tampa, FL *Confidential Exclusive Offering*

These trophy marinas offered an incredible acquisition opportunity of two prime marinas in the Tampa Bay area.

The Property

- Complete amenities including tennis courts, gym, pool, laundry room, and lobby
- Long term NNN tenants
- 200+ wet slips and 200+ enclosed dry rack slips
- Mostly rental income
- Full occupancy with waiting list
- 2 vacant lots with residential zoning
- Additional 3 lots for parking



Seller's Testimonial

“ The Simply Marinas team exceeded our expectations at all phases of the transaction. They were able to bring us multiple offers above our offering price. Their professional management of the sale was evident throughout, from the initial valuation through positioning the financials, and coordinating the due diligence process. Their network and quality of investors are impressive. Michelle and George are great to work with. ”

The Results

This confidential offering went under agreement within two weeks of Simply Marinas procuring the exclusive listing, and site visits were scheduled within a week. There were multiple competitive bids and a deadline for offers. The seller was previously a buyer of Simply Marinas. Simply Marinas represented both parties.



Marina Sellers Are Talking...

Portfolio - Four Corners Marina and RV Park, TN; Cedar Creek Marina, TN; Grider Hill Marina, KY; Wisdom Dock Marina, KY

“I worked with the Simply Marinas team as a buyer and was impressed by their commitment and expertise. I own multiple marinas and am familiar with the industry. We chose them to represent us in the sale of our marina resorts portfolio. They are on top of their game with total dedication to results. Their commitment and dedication are exemplary. They have the finesse and expertise to effectively manage a marina transaction of any size and complexity. They understand the business and have the know-how to close a transaction. I can't say enough on how capable and resourceful their team is.”

Hurricane Cove Marina, Miami, FL

“Simply Marinas brought a buyer before we put the marina on the market. We put the marina out with a deadline for offers. Their buyer was the highest bidder and closed. We usually don't give listings but Simply Marinas was an exception. They did an outstanding job for us. They are masters at negotiation and consensus management. They are highly regarded in the industry.”

Highland Marina Resort, GA

“I have wasted time with unqualified leads before I hired the Simply Marinas team. Once I signed with their team, I had a buyer within a week of the listing. My only obvious regret is that I didn't go with the Simply Marinas team right out of the gate. Their pre-sale work to best position the marina for sale and strategic consultations made a big difference in the overall process. Their attention to detail and skills in managing the transactions in all phases of the process was very helpful. They have a truly professional team and get results fast.”

The Marinas at Little Harbor - Antigua Cove & Village Marina, FL

“The Simply Marinas team exceeded our expectations. Their professional Management of the transaction and the process were evident throughout. Their network of investors is impressive. They are diligent and highly qualified to manage the sale of marina properties with the same magnitude as The Marinas at Little Harbor. They are wonderful to work with.”

Marker 1 Marina, Dunedin, FL

“The Simply Marinas team was instrumental in bringing a large number of extremely well qualified, experienced and deep pocketed buyers to the table in the sale of the Marker 1 Marina. This was a rather complex transaction for it had a condominium association, a co-op association, and a master association, not to mention an unknown scope of environmental matters that had yet to be fully addressed. The Simply Marinas team's knowledge, expertise and tremendous network of proven buyers proved to be of tremendous value. I recommend them highly. Thank you, Simply Marinas.”

Fair Point Marina and Shady Shores RV Park, NY

“Simply Marinas did an extraordinary job finding a buyer for our combined marina and RV resort businesses. We had multiple offers close to our asking price within just a few weeks of listing. It's clear they have access to a vast network of qualified buyers. They also provided invaluable advice to us throughout the process and helped us close the transaction quickly. Michelle and George Ash are smart, experienced, professional and a pleasure to work with. We highly recommend Simply Marinas to any marina or RV park owner looking to sell.”

Portfolio Seller, FL : Daytona Boat Works, FL; Marina Point Harbor, FL; Riverside Marine Site, FL

“Over the course of our business relationship, Simply Marinas' team has proven to be exceptional. They listed three properties for us and have sold all of them. We hired them for the disposition of one of our marina assets initially. Their knowledge of marinas and the market was obvious. They go into great depth and analysis to present the marinas and are skilled at negotiations. They are proactive towards buyers and pay attention to the details, which has saved us money in the process. I find them to be professional, honest, hard-working and easy to work with. I would recommend their services to any who inquire.”



Marina Sellers Are Talking...

Exclusive Buyer – Purchased Gilberts Resort and Marina, FL

“ I had worked with the Simply Marinas team on an exclusive basis due to their demonstrated ability to make a difference in every facet of the transaction. They also facilitated financing by securing a loan for us in first position and a second from the seller. Their commitment and looking at our best interest were exemplary. Their in-depth knowledge of marinas and their deal making ability impressed us. They assisted beyond the basic sale. They identified available new development opportunities and ways to increase value that made the difference for us. Most of all, we have been repeat clients due to the trust we have developed in their team.”

Eddy Creek Marina and RV Park, KY

“ The Simply Marinas team managed the sale process confidentiality with great professionalism. We were impressed by the Simply Marinas buyers’ network and the quality of the buyers they presented. They advised us on relevant aspects of the negotiation and the transaction and were responsive and helpful every step of the way. We only wish we contacted them sooner and not try to sell on our own. Their services and results by far outweigh their fee.”

Coconut Cay RV Park and Marina – Marathon, FL

“ The recent sale of our Marina was handled professionally and expertly by Simply Marinas. Michelle was attentive to our needs and provided timely advice that aided in the smooth completion of our transaction. I would certainly use Simply Marinas again for any future purchases or sales.”

Northport Bay Boat Yard, MI

“ We couldn’t have been more satisfied with the Simply Marinas team. They handled the confidentiality process, the buyer’s inquisitions and the transaction exceptionally well, bringing us to a smooth, successful closing. Their commitment, dedication and successful marketing prove their outstanding efforts they put forward in all aspects to a seller’s expectations. We could not be more pleased with the Simply Marinas team, and in our opinion, a highly regarded, professional marketing team; we would recommend them to anyone who inquires.”

State Dock Marina and Wolf Creek Marina, KY

“ I had worked with Simply Marinas as a buyer for a marina. I was so impressed by their diligence and knowledge of the marina market that we put them on the sale of our KY marinas.”

Holden Beach Marina, NC

“ The Simply Marinas team has been presenting marina offerings to me regularly, as a member of the Simply Marinas Network. When they presented Holden Beach Marina to me, I immediately pursued an offer. I knew it was a good fit for my growing marina portfolio. They understood my acquisition criteria. Their team was diligent in fielding my preliminary due diligence requests with the Seller, facilitating my understanding of the deal so that I could make a fair and informed offer. Simply Marinas brings a wealth of experience and integrity in this niche commercial real estate space. I look forward to working with them again.”

Chula Vista Marina, CA

“ When we first decided to seek out a joint venture partner to redevelop our existing marina, we had no idea how to reach the types of companies and individuals who might be interested in partnering with us. After contacting the Simply Marinas team, we were presented with a steady flow of interested and qualified potential partners of varying sizes and capacities, from which we were able to choose a JV partner who was just the right fit for us, and ultimately a buyer for our interest. The team’s in-depth knowledge of the marina industry was invaluable as a marina advisory group. They were skillful in helping us in navigating our options, and we would highly recommend them.”

SIMPLY MARINAS



SALES • VALUATION •

DUE DILIGENCE • LENDING



**CEDAR CREEK
MARINA, TN**



**PELICAN BAY
MARINA, FL**



**THE MARINAS AT
LITTLE HARBOR**



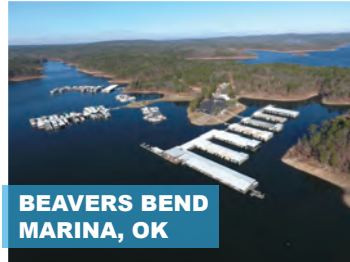
**SE MARINA
PORTFOLIO**



**COCONUT CAY
MARINA AND
RV PARK, FL**



**YACHT HAVEN
MARINA, FL**



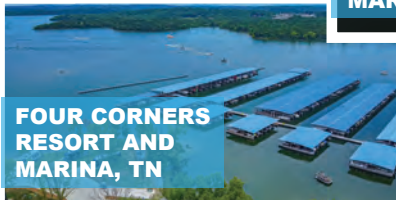
**BEAVERS BEND
MARINA, OK**



**MIAMI RIVER MARINA-
DEVELOPMENT, FL**



**PORT CHARLES
HARBOR MARINA
AND RV PARK, MO**



**FOUR CORNERS
RESORT AND
MARINA, TN**



**KENLAKE
MARINA, KY**



**WATERLINE
MARINA, FL**



**KEY COLONY
MARINA, FL**



**SMUGGLERS COVE
MARINA AND
CAMPGROUND, KY**



**CHANNEL CLUB
MARINA, NJ**



**STARVED ROCK
MARINA, IL**



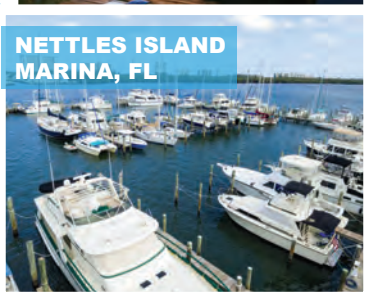
**GARRISON BIGHT
MARINA, KEY WEST**



**ROOSEVELT MARINA
RV PARK**



**CHULA VISTA
MARINA, CA**



**NETTLES ISLAND
MARINA, FL**



**EDDY CREEK MARINA
& RV PARK, KY**



BAHIA MARINA, TX



**HOLDEN BEACH
MARINA, NC**



**NORTH POINT
MARINA, TX**



**SHADY SHORES
CAMPGROUND, NY**



**RIVERVIEW
MARINA, FL**



**MARINERS COVE
MARINA, FL**



**FAIR POINT MARINA
AND RV PARK, NY**

Proven Track Record



**GILBERT'S RESORT
AND MARINA, FL**



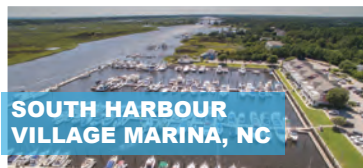
DAYTONA MARINA, FL



**SNAKE CREEK
MARINA, FL**



**OAK HARBOR
MARINA, LA**



**SOUTH HARBOUR
VILLAGE MARINA, NC**



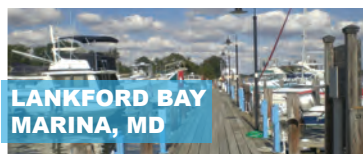
**WOLF CREEK
MARINA AND
RESORT, KY**



**GRAND ELK
MARINA, CO**



**MARINE
DYNAMICS, FL**



**LANKFORD BAY
MARINA, MD**



**HIGHLAND MARINA
AND RESORT, GA**



**HURRICANE
COVE MARINA, FL**



**THE COVE
MARINA, MD**



**GRIDER HILL MARINA
AND RESORT, KY**



**SARDIS LAKE
MARINA, MS**



**HALES BAR MARINA
AND RESORT, TN**



**HIDEAWAY
MARINA, FL**



**NORVIEW
MARINA, VA**



**HI SEAS
MARINA, WI**



**MARINA AND
DEVELOPMENT
SITE, FL**



**AMERICAN BOAT
STORAGE, FL**



**EAU GALLIE
YACHT BASIN, FL**



**EAGLE RIVER
MARINA, WI**



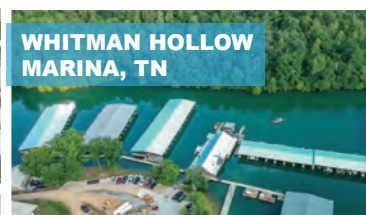
**NORTHPORT BAY
BOATYARD, MI**



**FORT PIERCE
INLET MARINA, FL**



**NESTEGG
MARINA, WI**



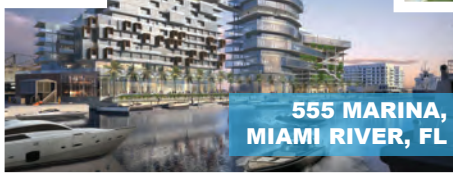
**WHITMAN HOLLOW
MARINA, TN**



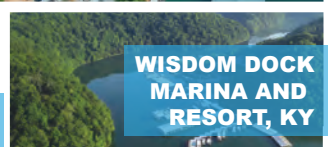
**GATEWAY MARINE
MIAMI RIVER, FL**



**MIAMI RIVER
SHIPPING
TERMINAL, FL**



**555 MARINA,
MIAMI RIVER, FL**



**WISDOM DOCK
MARINA AND
RESORT, KY**



**SOUTHSHORE
MARINA, DE**



**MARKER ONE
MARINA, FL**



**STATE DOCK
MARINA AND
RESORT, KY**



**ROCKHOLD
CREEK
BOATYARD, MD**



**RIVERBEND
MARINA, FL**



**LAUGHLIN BAY
MARINA, NV**

Marina Valuation Explained

By MDA Staff Published on August 23, 2022

The term cap rate or capitalization rate is tossed around anytime the topic of marina sales comes up. In short, the cap rate is the rate of return that a buyer can expect when purchasing a marina and it's what is used in the income capitalization approach to determine a marina's value. By the math, a cap rate is found by dividing the Net Operating Income (NOI) or Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) by the purchase price. The goal for a seller is to have that rate as low as possible to achieve the highest sale. There are several factors to consider and actions to take in reaching that goal.

The intent of getting a marina valuation is to have an expert look over the operations and physical condition of a facility and determine what changes can be made to ensure the seller gets the best price on a sale.

George Ash, national director of **Simply Marinas**, said to do this efficiently requires planning ahead. "If you can think two or three years ahead and reach out for advice, I recommend it. We will look at your marina through a site assessment and a review of the financials to identify what you can do to make it more sellable. We'll tell you how to best position your marina for the highest possible sale value," Ash said.

Let P&L Reports be the Guide

A marina's income is shown through its P&L statements, which are used as a blueprint for what the business is doing, and for a marina consultant to identify what can and needs to be fixed both in terms of the facility and the bookkeeping.

Sellers should make a list of major capital improvements that occurred over the last three to five years. The expenses from these improvements, for instance adding a fuel dock or rehabilitating the docks, can often be justified as an add-back to the marina's Net Operating Income (NOI). Similarly, non-recurring maintenance items, like dredging, can be prorated or annualized.

In some cases, there is little distinction between business and personal expenses. Without clearly showing income and expenses, P&L statements will not shine a true light on the business, often leaving it to look less profitable than it really is. It is good practice to keep a tab of owner benefits by showing the appropriate supporting invoices and documents.

Put all income and expenses on the books, keeping it tight and transparent. "We advise sellers on how a buyer and their lender are going to look at the P&L and tax statements and how to best package and prepare

that information so it's more sellable. We will help identify potential add-backs such as owner benefits and non-recurring expenses that can be justified to adjust the EBITDA," Ash said.

Another caution that Ash highlighted is that income statements need to reflect full payroll expenses. If the owners are also the managers involved in the day-to-day business operations, yet don't receive a paycheck through payroll, the company's payroll expenses will appear low on the P&L report.

Savvy buyers will inevitably reduce the marina's net income by what the managing owners should have been paid. On the reverse side, if owners pay themselves too much, the marina will look less profitable. Payroll expenses reported on the P&L reports should match the actual labor hours that it takes to run the marina.

Recording all labor costs is also a reminder to buyers of how many people they may need to hire. Ash said many buyers keep the existing staff in place, especially in today's labor shortage, but if the owners were the managers there will be critical roles for a buyer to fill.

The Value of Full Slips

Because marinas are not simply storage businesses, but instead offer a host of other profit centers, a buyer will want to explore and assign value to each profit center on its own. Boat storage income, both slip and landside, as well as established commercial tenant lease income, will garner lower cap rates (higher values), in general. These income sources are also attractive because they have a lower expense ratio, are more stable, and are less labor-intensive than service or boat sales. "Boat owners need to keep their boats somewhere even if they can no longer afford the gas to use it or costs to repair it. The last thing to suffer during downtimes is storage," said Ash.

A final consideration for valuation is the marina's occupancy trend. Owners should provide occupancy rates and waitlist information over at least the past three years, as well as offer expectations for the coming years based on industry and economic trends. Buyers will want to see rent rolls and lease rate history so they can better estimate future success and compare the marina with its nearby competitors.

The paper trail of valuing a marina is a critical component to achieving a fair sales price, but location, the condition of infrastructure, the potential for expansion, and a top-notch staff in place, will all be factors that a buyer considers before making an offer. The location can't be changed, but with enough planning time, those wishing to sell can make changes to assure they walk away happy.

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 re-turns 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 re-turns 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.

For Marina Sales, Confidentiality is King

By MDA Staff Published on March 28, 2023

When selling a marina, it might seem like the more people who hear about the sale, the more offers will roll in to put the seller in the driver's seat for high profit. When it comes to the unique business of a marina, however, confidentiality when selling or buying is key.

Imagine what might happen if a basin full of boaters or a trusted staff got wind of a potential sale. That could cause an abrupt departure of clients and employees damaging operations, goodwill, and business profitability. That's why brokers frequently work behind closed doors, relying on curated lists of pre-qualified buyers instead of mass marketing.

With more than 20 years of experience in the marina sales industry, Simply Marinas is one such brokerage that acknowledges the importance of confidentiality to the seller, buyer, and to the whole marina community. Confidentiality means keeping things quiet from pre-sale consultations and valuation to market listing, buyer due diligence, and on into closing. "We never state the name of the marina with our initial presentation to interested buyers," said Michelle Ash, owner and broker at Simply Marinas. Buyers are given a general overview of the property and its location but aren't given enough information to identify the facility. Once the pre-qualified buyer has been determined to be a good fit, they sign a non-disclosure agreement, and the broker asks the seller for authorization to share more details. Simply Marinas ensures owners are contacted only by private phone or email, preferably after hours, to avoid the risk of letting employees know the property is for sale.

List of Investors

To find the perfect buyer, instead of advertising a property for sale, Simply Marinas taps its proprietary list of 14,000 pre-qualified marina investors. Other brokers retain similar lists that enable them to field numerous, competitive offers often within days of listing without relying on outside marketing. Ash pointed out that having previously worked with many investors on their list, Simply Marinas knows how they operate and can better tailor a potential sale. The competitive bidding process brought from using a proprietary list is a boon for sellers who often yield returns beyond their expectations.

"The Simply Marinas team's ongoing outreach in the industry delivers velocity and volume of engagements and transactions. That, combined with our longevity in the marina brokerage sector, has helped nurture relationships with countless marina buyers," Ash explained. Buyers are pre-qualified based on their acquisition criteria, financial ability, and experience. Investors, both individuals and institutional buyers, are contacted directly and regularly by brokers who share what properties are hitting the market. "All prospects are vetted and profiled based on our requirements and their investor criteria, ensuring they both belong on our lists and are a match for current and future listings," Ash said. The benefits of a confidential pre-qualified list reach both buyers on the list and sellers. Marina investors on the list know they will be alerted to upcoming sales before the broader market and sellers are able to quickly and efficiently market their properties confidentially. Keeping sales behind closed doors can result in competitive bids, expedited closings, and smooth transactions.

According to Ash, the best part of using a pre-qualified list is that "confidentiality helps protect our client's business and our reputation."

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