

SIMPLY MARINAS AND RV RESORTS

PREPARING AND EXECUTING YOUR MARINA SALE

HOW WE CAN HELP - OUR TEAM

OUR TRANSACTION MANAGEMENT PROCESS

ACHIEVING THE HIGHEST VALUE FOR YOUR MARINA

THE CONFIDENTIALITY PROCESS

WHY SIMPLY MARINAS

CASE STUDIES

FEATURED SOLD MARINAS



MARINA- RESORT SALES • VALLES • VALLES

305-390-0397

Team@SimplyMarinas.Com



At Simply Marinas, we help marina owners prepare for the highest-value sale. We have the essential insights and a proven track record to assist you as leading marina sales experts.

Our company has over two decades of experience and has facilitated over 250 marina transactions. Thanks to our top-tier specialists and award-winning outreach with a network of more than 14,000 marina investors, we have one of the highest sales volumes, with recent sales exceeding \$380mm.

The team has received the prestigious Greater Miami Chamber 'Real Estate Achievers and Leaders Award.' Industry publications seek our insights on the marina market, a testament to our industry recognition.

Marina owners can obtain a free copy of our recent publication, "The Marina Seller's Guide." Following the guidelines in the guide, they can prepare to position their marina to maximize its value.

We offer complimentary strategic consultation and valuation. This session provides advice based on your marina's unique aspects. Our recommendations are based on decades of proven results.

Our team has assisted numerous owners with their marina valuation. However, the process of selling a marina goes beyond valuation; we tell the story and position the marina for the best possible value while conducting a competitive marketing approach using our proven tools.

As the leading independent marina broker, we offer flexible, friendly programs and rates while exceeding clients' expectations. In some cases, we represent buyers who pay our fee.

Your success is our success. We are committed to ensuring your smooth transition.

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

Contact us to learn about our rates and to schedule your free consultation - no strings attached.

The Simply Marinas Team

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How We Can Help

Complimentary Consultation



Outreach: SM Network | Global Marketing

Valuation and Strategic Assessment



Tr D

Transaction Management | Due Diligence

Positioning for Highest Value



Marina Sale at the Highest Value



Managing Market Feedback

Deal Structure for Optimal Returns





Negotiation | Deadline for Offers

Exit Strategy Investment Analysis





Debt and Equity Network

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; Hallie Glaze, Assistant

Beyond the Valuation: Positioning the Marina/Marina Resort for Sale

We work with the seller to gain relevant information in order to present the marina in the most positive light possible. Through this process, we provide the seller with strategic negotiation points and create a foundation that will allow us to present a marina in such a way that buyers understand the rationale behind the asking price.

Critical Pre-Sale Groundwork:

Valuation and strategic consultation – We assess the market value of the marina based on the cap rate, the condition and the location. The price is based, in part on the cap rate used. It equals the net operating income divided by the cap rate.

Future upside – While the income approach is the primary method for marina valuation, we will present and incorporate, where relevant, the potential upside of the asset. The more concrete the upside presented is, as in available plans and permits, the more a buyer may consider it in pricing. We will present the information in a positive manner keeping in mind that there are costs associated with creating the upside that buyers will factor in as well.

Share of the market - We can work with the seller and buyer to make recommendations in how to increase market share. This can be critical in providing the buyer with a strategy to increase the value of the asset in showing potential or in-place/built-in upside.

Creating the vision and telling the story – Every single marina and marina resort is unique. This is part of what makes our industry so different from other traditional commercial real estate asset classes. When presenting to a prospective buyer, we bring a unique understanding of the specific offering. For example, understanding the owners' family journey and what they have accomplished to get the business to be what it is today; understanding the marina/resort's unique highlights and strengths that attract customers; understanding the marina/resort's place in the community; understanding the lifestyle and future it offers to a new, motivate owner. While large marina companies' focus primarily on numbers and tend to asses marinas at a higher cap rate, which means a lower price, lifestyle investors are typically more lenient and may offer a price based on a lower cap rate.

Meaningful financial presentation - While maintaining the integrity of the company financials, we will work with the seller to identify potential add-backs, such as owner benefits or non-recurring expenses, to adjust the EBITDA (earnings before interests, taxes, depreciation, and amortization) figure and increase the potential sale value; In cases where company P&L reports are not organized clearly, we will work with the seller to create a P&L adjustment report to help explain which expenses and costs of goods are associated with which income sources.

Confidentiality Process - Our sellers have experienced great success with our confidentiality process. Marina Dock Age Magazine interviewed our team on the process. Please refer to the next page to view this article.

A PROVEN TRACK RECORD YOU CAN COUNT ON

Simply Marinas is an award winning brokerage firm specializing in marina and marina resorts acquisitions, disposition, financing, due diligence, and valuation. SM has been serving the national and international marina community for over 22 years, with a large network of 14,000+ marina investors and over 250 marina transactions. Our team has top qualifications with a focus on exceptional service and results.

These are some of the highlights on our company

- □ Simply Marinas has an aggressive outreach and budget. We cover all marketing costs
- Proven and established--We have been involved in marina sales and resorts for over 22 years
- ☐ Through our extensive marketing over the years, we have a large network of investor and buyers
- We have sold and financed over 250 marinas, marina resorts and waterfront sites
- Since are we are independent broker, we are not restricted by a marketing budget. We are competitive in our fees and offer the highest customer service, marketing exposure, and results in the industry
- ☐ We have been very successful in assisting our buyers in financing marinas through our lenders' network. We are also private lenders and understand underwriting and lending
- □ We have represented key buyers exclusively with whom we have an ongoing and repeat relationships
- Our team offers the professional representation and transaction management that your marina deserves
- □ We handle all aspects of the transactions from the much needed pre-sale groundwork to a successful sale
- We position the asset for the highest value by incorporating the upside in our proforma

Marketing - We put the unmatched power of the Simply Marinas marketing engine behind your offering. We do not leave any stone unturned. These are some of our marketing tools; however each asset requires a customized marketing approach.

We are sponsors and exhibitors at shows and conferences that are relevant to our offerings. Our brochure that
highlights our offerings is distributed to all attendees We are exhibitors at, and sponsors of the International Marina and Boatyard Conference. We have the back cover of
the program featuring our listings every year. The program is also sent home to attendees
Ongoing ads in relevant magazines including Marina Dock Age Magazine, Trade Only, and Marina World
Our regular paper mail-out "The Simply Marinas Marketplace" sent nationwide
National and international marketing and outreach via investors and realtor associations networks
Select pre-qualified buyers outreach based on established relationships
We are members of CCIM and reach their investors and brokers
Our main strength is reaching to select buyers in our network, one-on-one
Offerings are featured on Internet sites relevant to the property we are promoting with international outreach
Regular email blasts to the Simply Marinas proprietary database of more than 14,000 marina investors
Offering packages
Placement on our website, one of the most visited marina brokerage sites in the nation

For Marina Sales, Confidentiality is King

By MD A 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, <u>Simply Marinas</u> 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."



Our Goal - Our goal is to help marina owners prepare their marinas for sale and to deliver a successful closing at the highest value. **This is how:**



Full Suite of Concierge Services to Maximize Your Marina's Value

- Strategic comprehensive consultations
- Operational and valuation assessment
- Positioning for highest value
- Due diligence and transaction management
- Equity and debt network
- Award winning local and global marketing
 - Deal structure and exit strategy



Credible, Proven, and Established

- 100+ Conducted transactions
- 250+ Strategic consultations
- Repeat happy clients
- Recognized as the marina experts
- Proven, year after year

Accelerated Results, Year after Year



Simply Unmatched Marina Sales and Investment Advisors

- Financial/operational analysts
- Marina investors and lenders
- Advanced training, experience, knowledge
- Relevant marine community involvement



Winning Marketing Outreach

- Aggressive marketing budget and outreach
- Unparalleled marketing tools
- Established relationships with key buyers
- Comprehensive brokerage outreach
 - Sponsor of marina conferences and associations
 - 12,000+ qualified marina investors

simplymarinas.com

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



A Selection of Case Studies Recent Sales by the Simply Marinas Team

Case Studies



The Marinas at Little Harbor, Tampa, FL

Confidential Exclusive Offering

The Property - These trophy marinas offered an incredible acquisition opportunity of two prime marinas in the Tampa Bay area with 200+ wet slips and 200+ enclosed dry rack slips at full occupancy. The marina boasts complete amenities including tennis courts, gym, pool, laundry room, and lobby. It has Long term NNN tenants. The asset has mostly rental income. 2 vacant lots were included in the sale.



Seller'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.

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

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.

The owner requested that we

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.

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+.

FEATURED SALES





























































Proven Track Record

MARKER ONE MARINA, FL



www.simplymarinas.com team@simplymarinas.com 305-390-0397



Simply Marinas 2025 First Quarter: \$100mm+ in Marina Transactions Under Agreement

For our case studies, proven track record, and new offerings





\$380MM* RECENT ACTIVITY

14,000* MARINA INVESTORS

250* TRANSACTIONS

RECENT CLOSED AND THE

FOUR CORNERS MARINA - RV PARK, TN CEDAR CREEK MARINA. TN THE MARINAS AT LITTLE HARBOR, FL: ANTIGUA MARINA & VILLAGE MARINA FAIR POINT MARINA, NY

SHADY SHORES RV RESORT, NY

Miami River DEVELOPMENT. FL

STARVED ROCK MARINA, IL MIAMI RIVER BOATYARD, FL. Roosevelt Marina RV Park, AZ Waterline Marina, FL Full Service Marina, FL **Full Service Marina, TN**

RV Park and Marina. TN Midwest RV Park and Marina FLAG HARBOR MARINE SERVICE, MD

NETTLES ISLAND MARINA, FL **BAHIA MARINA, TX**

THE COVE MARINA, MD

KENLAKE MARINA, KY

GARRISON BIGHT MARINA, FL

CHANNEL CLUB MARINA, NJ

CHULA VISTA MARINA, CA

MIAMI RIVER MARINA. FL

Eddy Creek Marina & RV Park, KY

Mariners Cove Marina, FL KAM Marine Jefferson, MI

Pelican Harbor Marina, FL

Shelter Bay Marine, FL

Prime Coastal Marina, NY

KEY COLONY MARINA, FL COCONUT CAY MARINA & RV PARK, FL

Cedar Key Marina, FL

PORT CHARLES HARBOR, MO NORTH POINT YACHT CLUB, TX

HOLDEN BEACH MARINA, NC

SMUGGLERS COVE MARINA. KY

YACHT HAVEN MARINA, FL

SOUTHEAST MARINA PORTFOLIO

Waterman's Marina, TX

Harbor Bay Marina, TX

Riverview Marina, FL

Coconuts Marina, MO

Coconuts RV Park. MO

Iconic Wet Slips Marina, CA

As an independent marina brokerage, we work for you. Learn about our seller-friendly programs.

A. Michelle Ash, Principal



MBA. Ph.D. Finalist: "Real Estate Achievement Award"

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George Ash, National Director



Real Estate Finance - MIT | CCIM Candidate | BA, Hospitality, Tourism, and Recreation Management

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Contact us for a complimentary valuation and strategic consultation

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