



SIMPLY MARINAS

PREPARING AND EXECUTING YOUR MARINA SALE

STATE OF THE MARINA MARKET - INTERVIEW WITH SIMPLY MARINAS

HOW WE CAN HELP - OUR TEAM

OUR TRANSACTION MANAGEMENT PROCESS

ACHIEVING THE HIGHEST VALUE FOR YOUR MARINA THE

CONFIDENTIALITY PROCESS

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TESTIMONIALS



MARINA- RESORT SALES •

VALUATION •

EQUITY •

DEBT •

DUE DILIGENCE

SimplyMarinas.Com

305-390-0397

Team@SimplyMarinas.Com



We Help Prepare and Execute Your Marina Sale

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 \$400mm**.

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

Team@SimplyMarinas.Com

305-390-0397

SimplyMarinas.Com

Marinas are still viable investments as the popularity of recreational boating remains strong. *Marina Dock Age* sat down with the Simply Marinas team, Michelle Ash, owner and broker, and George Ash, national director, to discuss the state of the marina market and what sellers need to know.

Marina Dock Age (MDA): What is your role as a marina broker?

Simply Marinas (SM): We advise our clients on the much-needed presale strategic planning. The same principles apply to large operations or small marinas. We share our strategies with all marina owners for early and comprehensive preparation to position their marina for sale to achieve the highest possible value. We recently completed a seller's guide that's filled with our recommendations that come from decades of proven results including more than 250 marina transactions and more than \$380 million in recent sales alone. (Request a copy at team@simplymarinas.com.)

MDA: What are some critical pieces of advice you offer sellers?

SM: Luck is not a strategy. We emphasize ongoing preparation from day one to position the marina for sale, not just when a marina owner decides to sell. Marina owners should pay attention to understanding the market and what buyers look for, identifying new profit centers, exploring expansion potential, taking care of deferred maintenance and maintaining reliable financial records. In addition, knowing what the impact of the sale is on their bottom line after depreciation and planning their exit strategy are essential.

MDA: Of your sellers, what do you see as the most common reason they are ready to sell?

SM: It is mainly about the timing, whether it is a good time to leverage their investment, a time for them to retire, or circumstances that would require them to sell.

MDA: How have marina prices changed over the past several years?

SM: Marina sales and pricing accelerated after the pandemic with a more robust interest in marina

acquisitions in 2021, followed by 2022 and 2023. We are seeing slight stabilization at this time; however, due to new investors and Wall Street private equity firms' strong interest in marinas, this demand will continue to make marina investments viable.

MDA: Are more marinas being sold to corporations or individuals?

SM: Several existing and new corporations have been actively buying and consolidating marina acquisitions. However, several of our buyers are individuals or regional buyers and not large groups. Corporations focus on larger marinas with storage income and have stringent criteria concerning investment requirements, location, type of marina and upside. End users, local buyers and regional buyers are also very active in the market, often proving to be more suitable matches for many marinas sold. There is a buyer for each marina type.

MDA: How are corporate buyers and individual buyers different?

SM: The intent is different. Corporations acquire multiple marinas within similar locations for economies of scale and have the goal of selling their portfolio.

Individuals focus more on long term holdings and creating a family business and legacy.

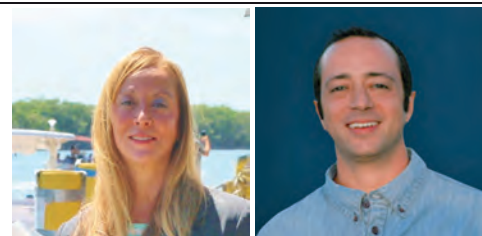
MDA: Taking a longer view since you've been in the business so long, how has the market changed?

SM: More deals were closing with local buyers. Marina investments attracted fewer investors early on, while most gravitated to other commercial real estate asset types.

At this time, buyers are not limited by location; they consider marinas as desirable acquisitions due to their higher cap rates and accelerated depreciation compared to other asset types.

There is a significant shift in the market, with a much larger pool of qualified buyers now showing interest in marinas, this is further fueled by a substantial influx of cash from private equity groups, injecting a new level of competition into marina acquisitions.

MDA: How has the role of a marina broker changed through the years to meet the market?



Michelle Ash

George Ash

SM: These newer investors are focused on the bottom line rather than a lifestyle acquisition.

We work with the marina owner to present reliable financials and to produce the required due diligence package so there is no re-trading in the value of the marina down the line.

Our outreach and marketing are national and global because buyers are open to more than one location. Our sales velocity has accelerated, which is a testament to our growth and the success of our award-winning marketing outreach. Our Simply Marinas Network of marina buyers and investors, which we developed over the years, now has more than 14,000 marina investors.

To meet clients' needs, our team provides support to our clients from presale strategic planning and valuation to due diligence, financing, contract negotiations and exit strategy.

MDA: What have been some key learning moments in your career?

SM: The most rewarding aspect of our work has been the endearing relationships we have developed with our clients, who sometimes become friends. Several have become repeat clients who buy and then sell with us. We value each client and understand their goals and needs to help them achieve their end goal.

MDA: What are your predictions for where the marina market is heading?

SM: Based on the number of investors and private equity firms contacting us regarding marina acquisitions, we believe the market will continue to be a viable acquisition attractive to investors. Sophisticated marina buyers who contact us share their enthusiasm and confidence in the marina market.

How We Can Help



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

THE SIMPLY MARINAS TRANSACTION MANAGEMENT PROCESS - MAXIMIZING THE MARINA VALUE

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 we are an 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 relationship
- 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 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."



Why Simply Marinas

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

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.

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



Portfolio of Three Trophy Marinas

Confidential Offerings

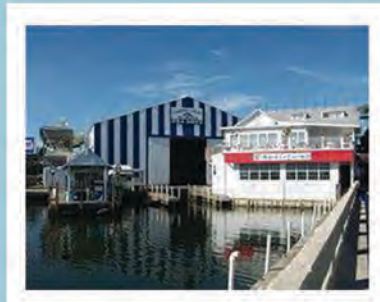
The Property - Four Corners Marina and RV Park, TN - This was a once in a lifetime opportunity to acquire a massive, first-class trophy marina and RV resort in a major, high-growth, metropolitan area: 1,000+/- slips; 115 new RV pads with expansion in place and a wait list; massive boat rental fleet.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



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.

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.”

FEATURED SALES



SALES • VALUATION • DUE DILIGENCE • LENDING



CEDAR CREEK
MARINA, TN



PELICAN BAY
MARINA, FL



THE MARINAS AT
LITTLE HARBOR



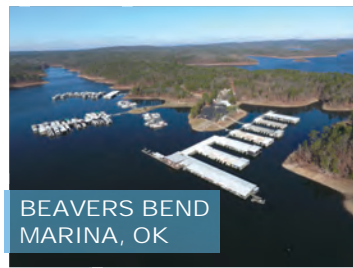
SE MARINA
PORTFOLIO



COCONUT CAY
MARINA AND
RV PARK, FL



YACHT HAVEN
MARINA, FL



BEAVERS BEND
MARINA, OK



COCONUTS MARINA
AND RV PARK, MO



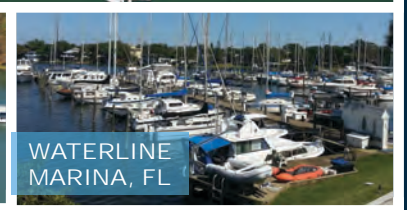
PORT CHARLES
HARBOR MARINA
AND RV PARK, MO



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



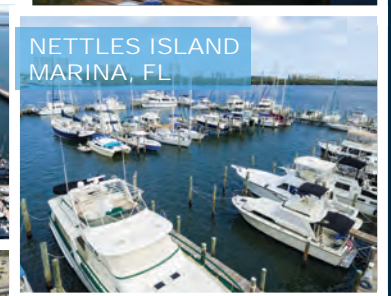
GARRISON BIGHT
MARINA, KEY WEST



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



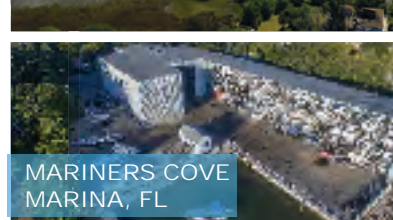
NORTH POINT
MARINA, TX



SHADY SHORES
CAMPGROUND, NY



RIVERVIEW
MARINA, FL



MARINERS COVE
MARINA, FL



FAIR POINT MARINA
AND RV PARK, NY

Proven Track Record



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GILBERT'S RESORT
AND MARINA, FL



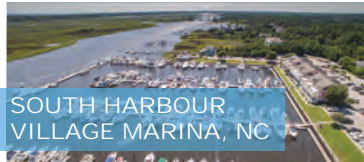
DAYTONA MARINA, FL



SNAKE CREEK
MARINA, FL



OAK HARBOR
MARINA, LA



SOUTH HARBOUR
VILLAGE MARINA, NC



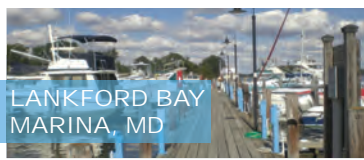
WOLF CREEK
MARINA AND
RESORT, KY



GRAND ELK
MARINA, CO



MARINE
DYNAMICS, FL



LANKFORD BAY
MARINA, MD



HIGHLAND MARINA
AND RV 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



HARBOR BAY
MARINA, TX



AMERICAN BOAT
STORAGE, FL



EAU GALLIE
YACHT BASIN, FL



EAGLE RIVER
MARINA, WI



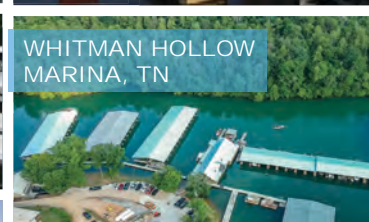
NORTHPORT BAY
BOATYARD, MI



FORT PIERCE
INLET MARINA, FL



NESTEGG
MARINA, WI



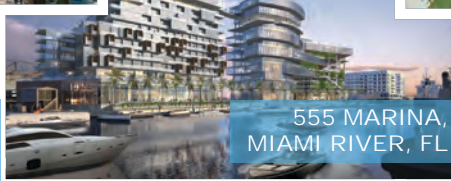
WHITMAN HOLLOW
MARINA, TN



GATEWAY MARINE
MIAMI RIVER, FL



MIAMI RIVER
SHIPPING
TERMINAL, FL



555 MARINA,
MIAMI RIVER, FL



WISDOM DOCK
MARINA AND
RESORT, KY



SOUTHSHORE
MARINA, DE



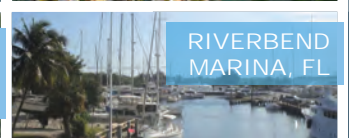
MARKER ONE
MARINA, FL



STATE DOCK
MARINA AND
RESORT, KY



ROCKHOLD
CREEK
BOATYARD, MD



RIVERBEND
MARINA, FL



LAUGHLIN BAY
MARINA, NV



Marina 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 inquiries 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.”

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RECENT CLOSED AND UNDER AGREEMENT MARINA TRANSACTIONS

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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
Pebble Isle MARINA/RV Park - TN
MIDWEST RV PARK AND MARINA

FLAG HARBOR MARINE SERVICE, MD
NETTLES ISLAND MARINA, FL
BAHIA MARINA, TX
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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
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