

# GET YOUR MARINA POSITIONED FOR MAXIMUM VALUE WITH THE SIMPLY MARINAS TEAM

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



Simply Marinas

SimplyMarinas.com

• \$450MM<sup>+</sup> RECENT ACTIVITY

• 14,000<sup>+</sup> MARINA INVESTORS

• 270<sup>+</sup> TRANSACTIONS

## RECENT SIMPLY MARINAS TRANSACTIONS

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  
BOAT TREE MARINA, FL  
PACIFIC COAST MARINA, FL  
PEBBLE ISLE RV PARK/MARINA, TN  
PACIFIC COAST WET SLIP MARINA  
CASTAWAYS YACHT CLUB, NY

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  
COTTONWOOD COVE CAMPGROUND,  
AND MARINA, NE

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 SLIP MARINA, CA

### A. Michelle Ash, Principal



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

☎ (305)439-9581

✉ Ash@SimplyMarinas.com

### George Ash, National Director



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

☎ (352)262-5784

✉ George.Ash@SimplyMarinas.com

## Q4 - 2025: OVER \$120MM IN MARINA AND MARINA RESORT TRANSACTIONS

As your independent marina brokerage, we work for you. Ask us about our seller-friendly programs.

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



# Contents

- **Q4, 2025: \$120MM+ IN MARINA TRANSACTIONS**
- **STRONG MARINA SALES MOMENTUM ANTICIPATED FOR 2026**
- **TIME TO SELL - MAXIMIZING VALUE WITH THE SIMPLY MARINAS PROCESS, HOW WE HAVE HELPED, SERVICES, TEAM**
- **FEATURED TRANSACTIONS:\$450MM IN RECENT SALES**
- **CASE STUDIES**
- **THE MARINA SELLER'S GUIDE; REQUEST A FREE DIGITAL COPY**

## Simply Marinas Recent Transactions Including \$120MM+ in Q4, 2025, Alone

**CASTAWAYS YACHT CLUB, NY**



**COTTONWOOD COVE MARINA/RV PARK, NE**



**BOAT TREE MARINA, FL**



**HARBOR BAY MARINA, TX**



**PEBBLE ISLE CAMPGROUND/MARINA, TN**



**SHELTER BAY MARINE, FL**



**WATERMAN'S MARINA, TX**



**MIAMI RIVER MARINA**



**COCONUTS RV PARK/MARINA, MO**



**ICONIC WEST COAST WET SLIP MARINA**



**SE FULL SERVICE MARINA**



**PACIFIC COAST MARINA**





Dear Marina owner and industry professional,

**In the fourth quarter of 2025, the Simply Marinas team experienced strong sales momentum.**

George Ash, Simply Marinas' National Director, stated, **“We believe that the marina sales market is poised for significant growth in 2026. Several factors are contributing to this positive trend:** softening interest rates, increased access to capital for marina acquisitions, and a growing number of marina buyers. Investors are increasingly attracted to marinas due to benefits such as accelerated depreciation and favorable cap rates compared to other commercial real estate assets. Furthermore, the limited supply of available marinas and the barriers to entry create a unique opportunity for substantial upside. This combination of elements leads to an optimistic forecast for the marina market.”

**In Q4, 2025, several of our listings have either been sold or are under agreement, totaling over \$120 million in marina transactions during this period. The assets involved include:** - Cottonwood Cove Campground and Marina, NE - Castaways Yacht Club, NY - Boat Tree Marina, FL - Waterman's Marina, TX - Shelter Bay Marine, FL - Pebble Isle Campground and Marina, TN - Confidential Pacific Coast Wet Slip Marina - Confidential Iconic Wet Slip Marina, CA. Additionally, we have other confidential offerings that are also under agreement.

**“Most of our offerings have been confidential, which we attribute to our strong network of over 14,000 marina buyers that we have cultivated over the past 24 years.** Our team has facilitated over 270 marina transactions, and thanks to our top-tier specialists and award-winning outreach, **we have one of the highest sales volumes, with recent sales over the last four years exceeding \$450 million,”** - Michelle Ash, Simply Marinas' owner/broker.

**We value staying in touch with our marina community.** Our team sponsors and exhibits at various marina associations across the US including the Docks Expo and the upcoming AMI Conference. We enjoy engaging with colleagues, clients, and industry professionals during these conferences.

**Schedule a complimentary consultation and valuation with our qualified specialists. We help you with your marina sale process, from the necessary pre-sale groundwork to a successful closing.**

**You will love our seller-friendly rates, programs, and what we offer!**

**Marina owners can request a complimentary digital copy of our publication, "The Marina Seller's Guide." Following the guidelines included, sellers can prepare to maximize the marina's value.**

**We look forward to supporting you in your marina sale process!**

**The Simply Marinas Team**



Michelle Ash, Broker/Owner – (c): 305-439-9581, or [ash@simplymarinas.com](mailto:ash@simplymarinas.com)  
George Ash, National Director – (c): 352-262-5784, or [George.ash@simplymarinas.com](mailto:George.ash@simplymarinas.com)  
(o) - 305-390-0397

**We invite you to visit [simplymarinas.com](https://www.simplymarinas.com) for testimonials, case studies, and our proven track record.**

**Simply Marinas - A proven track record you can count on.**





# When it's Time To Sell

## THE SIMPLY MARINAS TEAM AND PROCESS: A PROVEN TRACK RECORD YOU CAN DEPEND ON

### Critical Pre-Sale Groundwork

**Valuation and strategic consultation** – We assess the market value of the marina based, in part, on the cap rate, the condition, the location, and the upside.

**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 marina 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, motivated owner. While large marina companies focus primarily on numbers and tend to assess 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 request a copy of the article.



Refer to the interview  
with Simply Marinas in  
Marina Dock Age  
Magazine (August 2023):  
"Marina Valuation  
Explained"

Cap Rate



Net Operating  
Income / Purchase Price

Purchase Price



Net Operating  
Income / Cap Rate

**Reserve your valuation consultation with our experts:  
team@simplymarinas.com 305-390-0397**



# Prepare a Due Diligence Package

Below is a short-list of files and information most buyers will request during their valuation underwriting and due diligence process. Reasonable buyers understand that some marina owners don't maintain or have access to all these files and reports. That said, a more detailed and quality package of due diligence items can often translate to a higher purchase price.

## Due Diligence Items

Financial Data	Business Checklist	Land and Building Agreements
Profit & Loss Statements	Insurance Policies	Land Leases
Balance Sheets	Inventory and asset Lists	Survey
Tax Returns	Equipment list	Title Report
Rental Rates	Environmental Reports	Plans and Permits
Rent Roll	Equipment List	Riparian Rights
Payroll Reports	Management Contracts	Condition Assessment
Inventory	Permits and licenses	Storage Tanks
Major CAPEX Estimates		



The Marinas at Little Harbor, FL  
Positioned and sold the two marinas by the Simply Marinas team





# How We Have Helped

## **Seller - Boat Tree Marina, FL**

The Simply Marinas team exemplifies the values of a caring family business with integrity, loyalty, flexibility, and commitment. They have been the ideal partner for our family. Their support during our sale process was invaluable, providing highly professional assistance along with impressive resources and connections within the marina industry. They consistently went above and beyond, helping us with pre-sale groundwork, due diligence, marina insurance, navigating local government regulations, and facilitating the financing process. We are thrilled that we chose to work with them and it has been a pleasure collaborating with them.

## **Seller - Pebble Isle Marina and Campground, TN**

The Simply Marinas team handled our confidentiality process and outreach with great diligence and commitment. George Ash, Simply Marinas National Director, was a pleasure to work with and has an excellent work ethic. He brought several qualified buyers and assisted us in finalizing the sale to a select buyer who was the right fit. We recommend the Simply Marinas team highly.

## **Seller - 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.

## **Seller/Buyer - 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.

## **Seller/Buyer - Two KY Marinas: State Dock Marina and Wolf Creek Marina**

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.

## **Buyer - 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.

## **Seller - 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.

## **Seller - Shelter Cove Marina, CA**

The Simply Marinas team has consistently demonstrated reliability, thoroughness, and high knowledge in managing the marina sale process. They are tenacious and creative in their approach. With an impressive network of marina investors, they ensure that only qualified, high-net-worth prospects are presented. They are highly responsive and capable. I have found them pleasant to work with, and they add significant value to the process. I appreciated their loyalty and diligence throughout, and I highly recommend them to marina owners who are planning to sell.



# 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.



# SIMPLY MARINAS SERVICES



*The wind behind your sale...*

## Simply Marinas Mission

To assist marina owners by positioning their marinas for sale, achieving a successful closing at the highest value, while providing competitive rates to pass savings on to clients without corporate layers that raise fees.



# The Simply Marinas Team

The Simply Marinas team provides comprehensive transaction management services for marina owners during their marina sale process. Our team is exceptionally qualified to offer strategic consultations and manage all critical aspects of the marina transaction. We assist with essential pre-sale ground work, deal structure, due diligence, and closing to ensure the highest possible value for our clients. Simply Marinas is one of the most established marina brokerage firms, with a consistent proven track record for over 23 years. As an independent broker, we offer seller-friendly programs and a family-oriented approach.

**Michelle Ash** started as a marina investor and lender and soon recruited her family and friends to invest in marinas branching out to marina sales. She has an in-depth professional background in marketing, research, real estate investments, and business skills that forged Simply Marinas to the forefront of marina brokerage. She was selected as a finalist for the “Real Estate Leaders and Achievers Award” in South Florida. She received the “Deal Maker” designation by the Daily Business Review given to brokers who handle large value challenging deals. She served as the executive officer of Integrated Media and then the CEO of WLRN Radio and TV. She has an MBA and Ph.D. with a focus on marketing. 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.



**George Ash** is Simply Marinas National Director. As an investor, private lender, and experienced business owner, he brings in-depth pragmatic understanding of underwriting, valuation, and transaction management to the marina deal. His skills and genuine care have proven crucial in assisting his clients with numerous successful marina closings that have nurtured long-term relationships and loyalty among both marina buyers and sellers. 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.



**John Baxa** - Financial Advisor. He advises marina owners on optimal deal structure and their business exit strategy: tax planning, business capital analysis, investment management, asset protection and advanced estate planning. DePaul University, Chicago, IL (B.S. Finance).



**Claire Turner** – Administrative Assistant. Claire has worked in the real estate industry for over 23 years. She provides administrative support to our team. She is a valuable member of our team and assists with marketing, research, graphic design, and general coordination and management.





# Other Featured Sales



**SALES • VALUATION • DUE DILIGENCE • LENDING**



**CEDAR CREEK  
MARINA, TN**



**PELICAN BAY  
MARINA, FL**



**THE MARINAS AT  
LITTLE HARBOR**



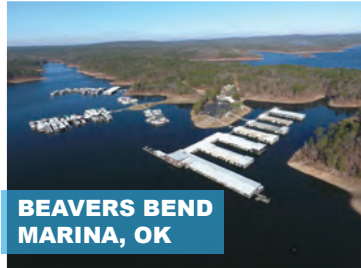
**SE MARINA  
PORTFOLIO**



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



**YACHT HAVEN  
MARINA, FL**



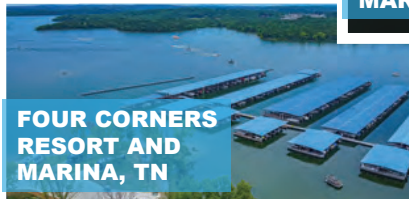
**BEAVERS BEND  
MARINA, OK**



**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**



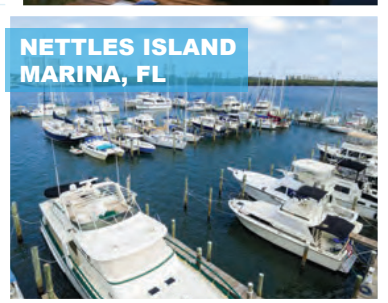
**GARRISON BIGHT  
MARINA, KEY WEST**



**ROOSEVELT LAKE  
MARINA/RV PARK, AZ**



**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**



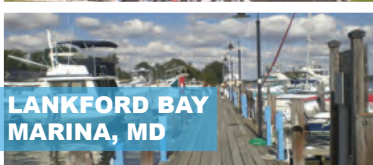
**WOLF CREEK  
MARINA AND  
RESORT, KY**



**GRAND ELK  
MARINA, CO**



**MARINE  
DYNAMICS, FL**



**LANKFORD BAY  
MARINA, MD**



**HIGHLAND MARINA  
AND RESORT, GA**



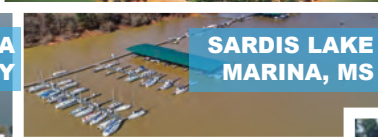
**HURRICANE COVE  
MARINA, FL**



**THE COVE  
MARINA, MD**



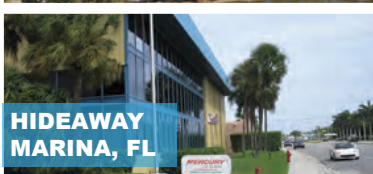
**GRIDER HILL MARINA  
AND RESORT, KY**



**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**



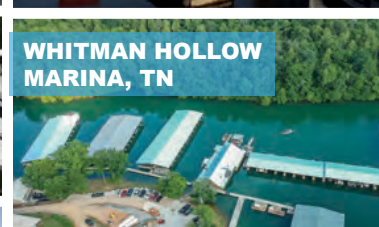
**NORTHPORT BAY  
BOATYARD, MI**



**FORT PIERCE  
INLET MARINA, FL**



**NESTEGG  
MARINA, WI**



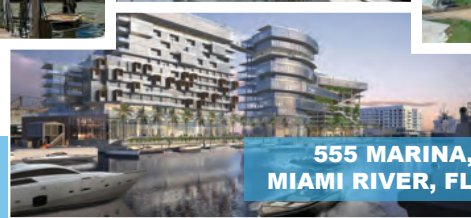
**WHITMAN HOLLOW  
MARINA, TN**



**GATEWAY MARINE  
MIAMI RIVER, FL**



**MIAMI RIVER  
SHIPPING  
TERMINAL, FL**



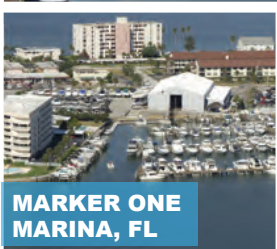
**555 MARINA,  
MIAMI RIVER, FL**



**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**





# A Selection of Case Studies

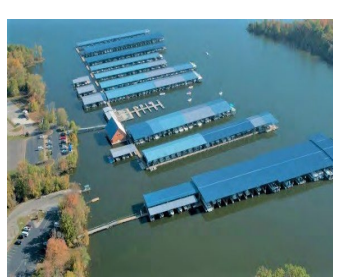
## Recent Sales by the Simply Marinas Team

### 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



#### **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.





# 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 over three million USD.





# 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.

#### 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.

#### 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.”

# Marina owners, request your free digital copy of our Marina Seller's Guide, today, and position your marina for the highest sale value.

*"We hope that the recommendations presented in the Simply Marinas Seller's Guide will increase the marina's appeal, add value, and offer a negotiation advantage that will be useful in discussions with buyers."*

– The Simply Marinas Team

## LUCK IS NOT A STRATEGY

Let's discuss strategies to fit your needs and optimize your marina's sale value.

Our recommendations and process are based on decades of proven results with more than 270 satisfied marina clients, and \$450mm+ in recent sales, alone.



**Schedule your complimentary consultation and valuation, today.**

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