Simply Marinas
The Wind Behind Your Sale



Chula Vista Marina, San Diego, CA
Facilitated Sale by Simply Marinas

The trusted marina brokerage

WHY OWNERS TRUST SIMPLY MARINAS

- Confidential Representation
- Direct Access to Senior Advisors
- Skilled Negotiations
- Proven Track Record of Success
- Personalized Attention – Flexible Programs

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Whether you're ready to sell or simply open to the right opportunity, our experienced team provides personalized guidance and flexible solutions designed to maximize your net proceeds. For nearly 30 years, we've helped marina owners and families navigate successful sales with integrity, care, and trusted expertise.

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Welcome to Simply Marinas

STAY CONNECTED WITH OUR TEAM

We invite you to stay connected to learn how our flexible programs can help maximize your net proceeds and provide access to valuable opportunities through our extensive Simply Marinas Network. Backed by nearly three decades of experience, trusted industry relationships, and more than 270 marina transactions and consultations, we are committed to exceptional results.

As an independent, family-owned brokerage, we provide personalized senior-level guidance and access, seller-friendly fee structures, and invest more in marketing your marina—not corporate overhead. **Our goal is to protect your confidentiality while achieving the strongest outcome.**

Want a confidential offering process? Put our unmatched network to work. Through our award-winning outreach and long-term service, we've built the Simply Marinas Network—the industry's premier database of more than 14,000 marina investors across the U.S. and internationally—enabling us to deliver exceptional results while protecting your confidentiality.

If you're considering selling, let us know early so we can feature your marina in our next print edition, which includes confidential or open-market offerings.

From consultation to closing, Simply Marinas has guided clients nationwide with strategic planning, expert positioning, and a proven process.

Let our team guide you through our professional marina transaction process.

Our Proven Sales Process

1 DISCOVER

Confidential consultation to understand your goals and timeline

2 VALUE

Comprehensive market valuation and pricing strategy

3 PREPARE

Position financials, operations, and investment potential to maximize value

4 MARKET

Targeted marketing to qualified buyers through our proprietary network and industry outreach

5 QUALIFY

Vet buyers for financial capability and acquisition fit

6 NEGOCIATE

Create competitive interest and negotiate the best price and terms

7 DUE DILIGENCE

Coordinate inspections, financing, legal, and transaction milestones

8 CLOSE & TRANSITION

Guide the closing process and provide post-sale transition support

The following section introduces the **Eight-Step Marina Seller Readiness Framework**—a practical roadmap to help marina owners prepare for a successful sale and maximize value before going to market. The Framework complements the **Simply Marinas Marina Seller's Guide**, available as a free download on our website or by contacting us.

THE EIGHT-STEP MARINA SELLER READINESS FRAMEWORK

A proven road map to prepare your marina for a successful sale and maximum value

1	**PROFESSIONAL VALUATION**	Determine your marina's market value by evaluating location, operations, financial performance, infrastructure, and growth potential.
2	**POTENTIAL GROWTH**	Identify opportunities to increase revenue and enhance value through operational improvements and expansion.
3	**EXIT AND TAX STRATEGY**	Structure your sale with financial and tax advisors to maximize after-tax proceeds and meet your objectives.
4	**MARKET AWARENESS**	Monitor buyer demand, financing trends, and market conditions to optimize timing and pricing.
5	**DUE DILIGENCE PREPARATION**	Organize financial, legal, operational, and environmental records before going to market.
6	**TRANSITION PLANNING**	Develop a smooth transition plan for employees, customers, vendors, and ownership responsibilities.
7	**INFRASTRUCTURE IMPROVEMENTS**	Address maintenance items and strategic upgrades that improve appearance, safety, and buyer confidence.
8	**STRATEGIC EXIT PLAN**	Establish pricing objectives, target buyers, and negotiation priorities before marketing begins.

The following offering pages contain a curated selection of our exclusive listings, regularly showcased in our proprietary print publications delivered to 8,000+ qualified marina investors—an impactful marketing channel few brokerages provide for lasting visibility.

Promote your marina to qualified buyers in our upcoming print edition.

We invest heavily in marketing, featuring listings at nationwide marina events, industry publications, the Simply Marinas Network (14,000+ investors), our high-traffic website, and premier print and online media.

A Selection of Case Studies

Recent Sales by the Simply Marinas Team

Case Studies

Kinship Marina, California

Marina Redevelopment Offering
Exclusive Confidential Offering - The Simply Marinas Team Represented Seller and Buyer

The Property - The marina is located on Ventura Harbor, owned by the Ventura Port District and encompasses an approximately 7-acre real estate parcel. The redevelopment project included expansion from 30 slips to over 100 slips+/-; design to accommodate large vessels and catamarans; upgrade to state-oftheart slip features, and feasibility of adding mixed use development for additional retail and office space on the large upland parcel.



Buyer's Testimonial

"Simply Marinas has been a trusted and valued marina brokerage advisor to Suntex Marina Investors over the years. Their team consistently identifies opportunities that align with our investment objectives. They demonstrate unwavering commitment to every deal and work diligently on behalf of both buyers and sellers, communicate proactively, and bring creative solutions to the transaction. Their deep knowledge of the marina industry, strong relationships, and disciplined execution explains why they are a part of closing multiple acquisitions. We greatly value our partnership with Simply Marinas and look forward to continuing to work together on future opportunities."

The Results

The Marina was marketed under strict confidentiality at the seller's request. The right purchaser was identified before going to market. Because the marina was a redevelopment project, the buyer needed to meet the Ventura County Port Authority's requirements while navigating a multistage approval process. We worked to refine the development proforma to validate and strengthen revenue projections. Our team conducted targeted buyer selection to successfully close a complex transaction while maintaining confidentiality.

Boat Tree Marina, Florida

Solving a Complex Marina Sale Under Tight Deadlines
Exclusive Confidential Offering - The Simply Marinas Team Represented Seller and Buyer

The Property - This is a full service marina with 600+/- dry boat storage spaces and 200+/- wet slips located on 21+/- acres owned by the Port. It is a state certified clean marina, retailer and boatyard. Most of the net income is derived from boat storage and third-party commercial tenant rents. Guests have access to a full suite of amenities, notably: ships store, fuel dock, and restaurants.



Seller's Testimonial

"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."

The Results

Boat Tree marina was a familyowned leasehold marina that needed to be sold under strict Port Authority deadlines that required the incoming owner to guarantee a major dock replacement project. Success depended on finding not just a buyer, but one with financial capacity, development expertise, and credibility to meet the Port's requirements. By connecting the sellers with the right purchaser and coordinating closely with all parties, we delivered a successful closing that met the Port Authority's requirements, protected the family's interests, and positioned the marina for its next phase of growth.

A Selection of Case Studies

Recent Sales by the Simply Marinas Team

Case Studies

Pebble Isle Marina/Campground, Tennessee

A leasehold Marina with TVA - Exclusive Confidential Offering

The Property - A highly successful, pristine marina and RV campground located in the desirable Middle Tennessee market. Pebble Isle Marina features approximately 206 high-quality wet slips and 52 scenic RV camp sites, along with 3 short-term RV camp sites, which contribute significantly to the combined gross sales. The facility is well-maintained, with no deferred maintenance and numerous growth opportunities for a new owner to take advantage of.



Seller's Testimonial

"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."

The Results

The sale required coordination between multiple partners. Simply Marinas guided the sellers through the process and the critical lease extension from the TVA before closing—a key milestone that enabled the buyer to obtain financing. Given the specialized nature of marina acquisitions, the purchaser also needed proven marina experience, financial strength, and approval for the TVA lease assignment. Our team discreetly marketed the opportunity to a select group of qualified buyers, generated multiple offers, and identified the right purchaser to satisfy all requirements.

Cottonwood Cove Marina and RV Resort, Nebraska

Exclusive Confidential Offering -The Simply Marinas Team Represented Seller and Buyer

The Property - Class-A, recently built marina and RV resort in the Midwest. All improvements are high-end and in excellent condition, with no deferred maintenance. The 365 RV camp sites, and 80+/- floating wet slips are currently and historically at full occupancy. This impeccable resort sits on 81+/- fee simple acres, offering ample excess dry and wet land for RV site, land lease villa, and wet slip expansion.



Buyer's Testimonial

"The Simply Marinas team has been a fantastic partner. After closing two deals together, we've seen firsthand their commitment, responsiveness, and ability to get transactions to the finish line.

They don't stop at closing—they continue to bring us great opportunities and have become a trusted resource for our growth. We look forward to many more successful deals together."

The Results

The owners had a strict confidentiality mandate while evaluating two potential paths: selling the marina or pursuing a significant expansion themselves. Before taking the property to market, our team conducted a comprehensive valuation and evaluated multiple expansion scenarios to help the sellers understand the value of each option. Because confidentiality was paramount, the marketing process was highly targeted. Through strategic pre-sale planning, valuation expertise, and a disciplined buyer qualification process, Simply Marinas protected the sellers' privacy while maximizing the value and flexibility of their decision to conclude with 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.



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.

Holden Beach Marina, NC
Confidential Exclusive Offering

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



Buyer's Testimonial

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

The Results

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

Selected Marina Transactions

ACROSS THE UNITED STATES

A representative list of Simply Marinas' brokerage assignments and completed transactions across the United States

- 555 Marina, Miami River, FL
- Bahia Marina, TX
- Coconut Cay Marina and RV Park, FL
- Daytona Marina, FL
- Eau Gallie Yacht Basin, FL
- Fort Pierce Inlet Marina, FL
- Garrison Bight Marina, FL
- Gateway Marina Miami River, FL
- Gilbert's Resort and Marina, FL
- Hideaway Marina, FL
- Holden Beach Marina, NC
- Hurricane Cove Marina, FL
- Marina and Development Site, FL
- Mariners Cove Marina, FL
- Marker One Marina, FL
- Miami River Marina Development, FL
- Miami River Shipping Terminal, FL
- Nettles Island Marina, FL
- Pelican Bay Marina, FL
- Riverbend Marina, FL
- Riverview Marina, FL
- Snake Creek Marina, FL
- South Harbour Village Marina, NC
- Waterline Marina, FL
- Yacht Haven Marina, FL
- Highland Marina & Resort, GA
- Crystal Shores Marina, VA
- Shelter Bay Marine, FL
- Harbor Bay Marina, TX
- Boat Tree Marina, FL
- Miami River Marina, FL
- Oak Harbor Marina, LA
- Channel Club Marina, NJ
- Fair Point Marina and RV Park, NY
- Lankford Bay Marina, MD
- Norview Marina, VA
- Rockhold Creek Boatyard, MD
- Shady Shores Campground, NY
- Southshore Marina, DE
- The Cove Marina, MD
- Castaways Yacht Club, NY
- Eagle River Marina, WI
- Hi Seas Marina, WI
- Marine Dynamics, FL
- Nestegg Marina, WI
- Northport Bay Boatyard, MI
- Starved Rock Marina, IL
- Cottonwood Cove Marina and RV Resort, NE
- American Boat Storage, FL
- Beaver's Bend Marina, OK
- Cedar Creek Marina, TN
- Leatherwood Marina & Resort, TN
- Flag Harbor Marina MD
- Four Corners Resort and Marina, TN
- Grider Hill Marina and Resort, KY
- Hales Bar Marina and Resort, TN
- Kentucky Marina, KY
- North Point Marina, TX
- Port Charles Harbor Marina, MO
- Sardis Lake Marina, MS
- Smugglers Cove Marina, KY
- State Dock Marina and Resort, KY
- Whitman Hollow Marina, TN
- Wisdom Dock Marina and Resort, KY
- Wolf Creek Marina and Resort, KY
- Pebble Isle Marina and RV Campground, TN
- Coconuts Marina, MO
- Coconuts RV Park, MO
- Chula Vista Marina, CA
- Grand Elk Marina, CO
- Laughlin Bay Marina, NV
- Roosevelt Lake Marina/RV Park, AZ
- SE Marina Portfolio
- The Marinas at Little Harbor, FL
- Kinship Marina, CA
- Kenlake Marina, KY
- KAM Marine – Jefferson, MI
- Eddy Creek Marina Resort, KY
- 16 Marine Sites on the Miami River

NATIONAL REACH. LOCAL EXPERTISE.

Simply Marinas has represented marina owners in transactions spanning coastal, inland, and destination markets throughout the United States. Our experience across diverse asset types reflects deep market knowledge and proven ability to successfully close complex marina transactions.

Don't take our word for it. See what our clients are saying.

YOUR PERSONALIZED MARINA CONSULTATION

CONFIDENTIAL · STRATEGIC · PERSONALIZED

**Every marina owner's goals, timeline, and priorities are unique.
We tailor each confidential consultation to provide strategic guidance whether you are planning to sell now or years from now.**

SELECT CONSULTATION TOPICS

- Review unique needs and goals
- Complimentary Marina Valuation
- Exit Strategy & Planning
- Market Trends
- Sale Readiness Assessment
- Ways to Increase Value
- Our Competitive Advantage and Confidentiality Process
- What Buyers Are Looking For
- How We Pre-Oualify Buyers
- Deal Structure & Transaction Planning

LEARN HOW WE MAXIMIZE YOUR NET PROCEEDS AS YOUR BROKER

Strategic Marketing | Buyer Competition | Deal Structuring | Negotiation Leverage | Confidential Process

> *Through our pre-sale consultation, we provide marina owners with personalized recommendations and strategic guidance to enhance value, attract qualified buyers, and maximize their negotiating leverage.*

Contact us to schedule your complimentary confidential consultation.

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Visit simplymarinas.com to learn about our track record and services.

The Wind Behind Your Sale

Simply Marinas

THE TRUSTED MARINA BROKERAGE



Guiding marina owners through successful transactions for nearly 3 decades

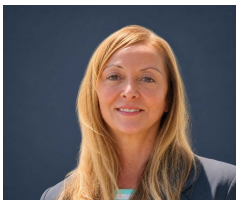
$30+
YEARS EXPERIENCE

$270+MM
TRANSACTIONS AND COUNTING

$600MM
IN RECENT SALES ACROSS THE U.S.

NATIONWIDE COVERAGE
ALL REGIONS, ALL MARINA TYPES

MEET YOUR ADVISORY TEAM



Michelle Ash
Principal

MBA and PhD in Business and Marketing. Recognized for leadership in marina brokerage, strategic marketing and community service.

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STAY CONNECTED WITH OUR TEAM

Keep in touch so we match your marina with qualified buyers while keeping you informed about our seller-friendly programs and confidentiality process. Planning to sell? Contact in advance to reserve your marina's spot in our upcoming print edition.

HOW WE SUPPORT MARINA OWNERS

- Current market valuation guidance
- Qualified buyer demand insights
- Our confidential sale strategies
- Our seller-friendly programs
- Our sale process including confidential offerings

You are invited to a confidential discussion. | Strict confidence | No obligation | Advantageous net positive outcome

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