

Slips for Sale?

Conversion Consulting

Are you ready to reduce or eliminate your debt through the sale of your wet slips or rack units? Maybe you're ready to cash-out and relax a little more? Sounds like a great idea...but maybe you'd like to be sure that the marina you've worked so hard to build doesn't lose the charm and quality of service you've scarred your knuckles on over the past 20 years. Or maybe you'd like to make sure that your service business or restaurant isn't bulldozed for a couple of condos and can still operate and continue to serve the local community?

These and a thousand other questions are sure to come up when it comes time to consider conversion of a quality marina to an Equity Yacht Club, Slip Association or Dockominium. How will the community react to the change? How will my customers react? Will the employees stay? Can I maintain control of the marina...or at least certain portions of it once the conversion is complete? What will my tax liabilities be? What impact will my decision to sell slips have on the industry itself?



Community Impact

Some of the biggest problems in the industry have been caused by the sale and conversion of quality marina property to private residential condominium developers. When a working marina is converted to a luxury waterfront residential complex, typically, the first thing to go is the service department and the travel lift. The property becomes just another residential development without services, locked off from the outside world and the public at large. This type of exclusivity turns away most of the traffic and visitors that gave the marina its character and curb appeal. Service is lost to the community and the slips are lost to the new residences. Condominium development has been the single biggest factor responsible for creating the shortages in quality dockage and services all around the country.

Alternately, when a marina is simply converted to dockminiums or the rack units are sold, nothing is lost to the community. The charm and services remain, the customers who have been renting for years from you now have the opportunity to own their slip without having to buy a million dollar condo and they really prefer that the service department and travel lift continues to operate. Of course, they'd like to have some really nice showers, a great club house and a longer finger pier to make the proposition more appealing.



The best thing about this type of conversion is that once it is done – it is almost an absolute guarantee that this property will remain a marina in perpetuity. It will be extremely difficult for a developer to come in behind this type of conversion and convince each of the individual property (slip) owners and owners association to each sell their piece(s) of property. The community at large couldn't have a better guarantee than this.

Saving Public Access

Most people who purchase a boat slip are either those who love boating and want to insure that they will have a place to keep it in this market of uncertainty; they want to have their costs stabilized and would prefer to own an appreciating asset verses renting ...**or** they are investors who want to create an income stream for themselves by owning and renting slips to those who are not ready to make a purchase commitment. In either case, nothing really changes in the overall operation of the marina; this is a win-win for everyone.

You will have reduced or eliminated the marina's debt, or will have profited nicely from the conversion and sale of your slips. Depending on what your goals are, you can still receive ongoing income from some of the revenue centers (such as service department, boat sales & rentals, fueling, restaurant, etc.) You have happy and secure slip owners and the marina will always offer slips for rent to the public from those slip owners who purchased slips as an income producing or investment property. Public access is saved and protected.

Convert or Sell, We can help!

The physical location of your marina, the size slips you have available, basin depths, distance to open water, quality of construction, reputation, the amenities you offer, the asking price of your slips, the characteristics of any local competition, the structure you choose to convey ownership with and the strategy you use to market under are just a few of the items that will play a major role in the level of success you will achieve.

There are several ways to achieve the same goal, but not all are equal and not all can be used for the same property types. We can help you make the critical decisions and provide you with the reasoning, research and data to support our recommendations.

We can help you with all aspects of your marina conversion, from simple consultation to an on-site management and marketing team... and everything in-between. We can build a custom strategy and packaged conversion plan specifically for you and we'll make your marina or resort conversion a smooth sail.

If you'd rather let someone else have all the fun and would prefer to sell your marina property. We can help you prepare and position your property; and even find you a buyer so you'll get top dollar with the least amount of hassle. All too many marina owners have been worn down with developers beating down their doors and wound up saying yes in a weak moment. Without proper preparation, many have found themselves with very attractive offers in the beginning –but after months (or even years) tied up in due diligence problems, re-negotiated contracts and high legal fees, many have wished they'd done it differently.

Nothing makes more money or is more enjoyable than achieving an objective through proper planning and execution.

Call us today to talk about your conversion or sale objectives.

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