



Sunshine Coast Daily Editorial – 26th October 2013

NORTH COAST BOATING

Undoubtedly the largest and most diverse marine dealership on the Sunshine Coast, North Coast Boating is loaded with everything you could imagine to get out on the water. This exciting & reputable business has been established for 40 years (since 1973) and offers Australia's most popular brand name motors, boats, ski's and trailers including:

- Mercury
- Mercruiser
- Stacer
- Seajay
- Tournament
- Clark
- Bayliner
- Seadoo
- Redco & Hans.

The current owners purchased North Coast Boating in 2007. Upon buying the dealership they chose to relocate it from the previous Mooloolaba premises to Warana. They initially started in the 1500 m2 lot at the rear of the current site (now the service department) and in time they expanded to take over the prime corner block (3689m2). This has given them exposure to approximately 55 000 cars passing daily. Since purchasing the business they have acquired some of the industry's biggest brand names including Bayliner and Seadoo.

Income is generated from sales of new and used boats and ski's, spare parts and chandlery sales and from the service department which has a strong team of 5 technicians (most long term). There is a floor plan facility in place to assist with the funding of the new stock of boats motors and trailers. Customers can finance their purchases through GE finance or Mercury finance for new and used boats and motors.

The business stocks the Coast's largest range of water sports equipment including ski gear, wake boards, ski tubes, performance slalom skis, accessories

apparel and much more. The spare parts department keeps a thorough range of boat, ski and trailers parts, oils, spark plugs, batteries, safety gear, electric motors, chandlery items and electronics.

The Factory trained Mercury, Mercruiser and Seadoo technicians are able to service Mercury, Mercruiser, Mariner, Seadoo, Yamaha, Kawasaki, Suzuki, Tohatsu, Honda, including inboards and outboards, petrol or diesel. The service department has the latest Mercury and Seadoo diagnostic software and factory tools available.

In conjunction with the 6 bay, 1500 m2 service department they also offer a mobile onsite service van and a 28ft trailer is available to hire which is suitable for boats up to 3 tonne.

As you expect the business is generating exceptional profits and they have enjoyed good growth over previous years, despite the economy being very tight and the summers being unusually wet.

The timing is excellent for new owners to take the business to the next level. Several large projects are about to start on the Sunshine Coast and it is predicted that the economy will improve, which will certainly equate to more residents living here.

North Coast Boating is well positioned and very central to the populated areas of Maroochydore, Buderim, Caloundra as well as the canal suburbs of Minyama, Buddina, Mooloolaba and Pelican Waters. It also happens to be only 1300 metres from the new \$2 billion hospital development, which will be a tremendous boost to the local economy.

Genuine buyers should seriously consider this rare opportunity to acquire the Sunshine Coasts largest marine dealer. The business represents exceptional buying and offers growth potential that other industry players could only dream about.

Price range \$950 000 - \$1 050 000 plus stock at value

For further information please call Rod Russell 0409 931 600