

Profile number

110264

Shares/assets of a water sports rental company

Located in

Friesland

General information

Sector	Type of company
Leisure	Yacht harbour
Legal entity:	Type of transaction
Limited Company	Shares
Life phase enterprise	Employees in FTE
Growing	5 - 10
Type of buyer:	
Investor	

Financial information

Turnover last financial year	Asking price
€ 500.000 - € 1.000.000	To be agreed
Earnings before taxes	
€ 100.000 - € 250.000	

Company history/background

The company is an established water sports business in Friesland with a clear focus on rental services and recreational experiences on and around the Frisian lake district. The business has a recognizable name, a loyal customer base, and a proven operating model within the tourist water sports market. The company is known for its efficient operations, service-oriented approach, and scalable activities, making it an attractive opportunity for further growth, optimization, or integration within a broader water sports or recreational organization.

Activities

- Rental of boats/watercraft to private and tourist customers
- Day and multi-day rentals within a strongly seasonal market
- Operational management: fleet maintenance, check-out & check-in, customer instruction
- Online and direct sales channels with a recurring customer base

Market & Positioning

- Located in a highly touristic area with steady demand
- Focused on domestic and international recreational visitors
- Recognizable concept with proven market acceptance
- Low reliance on marketing due to repeat business and word-of-mouth referrals

Unique selling points

The company operates a profitable water sports rental model in the Frisian lake district, with a clear focus on recurring recreational demand. The activities generate revenue through the rental of watercraft and related services, with a largely variable cost structure and a predictable seasonal pattern, resulting in stable operating cash flow.

Operations are focused on efficient fleet management, cost control, and high utilization rates during the boating season. Maintenance, check-out, and customer handling are standardized, making the organization scalable without a proportional increase in fixed costs. This creates room for EBITDA optimization through price differentiation, fleet expansion, and extending the season. The company offers clear value-creation opportunities for an acquiring party, including operational leverage, digitization of booking processes, and cross-selling within a broader recreational group.

Other

Transaction

- A share deal or an asset/liability transaction is negotiable
- Acquisition suitable for a strategic party or an investor
- Possibility of knowledge transfer and an introductory/transition period
- Current owner can continue to be actively involved, if applicable
- Purchase/participation is also possible without being actively involved, i.e., on a purely financial basis