

# SailTime Celebrates New Year with Addition of Miami's Denison Yachts to Their Fleet

*Fractional boat membership leader also adds franchise to Navy Point in Toronto, Canada, increasing their international footprint.*

(February 2018) – SailTime, the world's leading fractional boat membership program, with bases around the United States, Canada and Australia, today announced the opening of two new franchise locations in Miami, Florida, and Toronto, Canada. It brings the total number of bases to 29 domestic and six international locations.

“We knew being a leader in the sharing economy would help us continue to expand around the world, but joining industry leaders like Denison Yachts and Navy Point just reinforce our faith in the SailTime model” SailTime CEO Todd Hess said.

Bob Denison of Denison Yacht Sales is the new owner of SailTime Miami located at the Miami Beach Marina, a 5-star marina in the heart of South Beach ([300 Alton Road #203 Miami Beach Fla.](#)).

Born and raised in Fort Lauderdale, Bob spent much of his childhood around the Broward Marine and Denison Marine Shipyards with his brother, Chris, and nephew, Eddy. Bob has experienced nearly every level of the yachting experience, from working as a laborer at the yard to helping with boat shows.

In 2002 Bob took the helm at Denison Yacht Sales. Since then, the firm has grown steadily, including new offices and new boat representation, with the support of his father and uncles and Denison's more than 100 yacht brokers.

“We're thrilled to add SailTime Miami to our list of offerings at Denison Yacht Sales,” Denison said. “I can't think of a better model

to introduce busy south Floridians to the great sport of sailing.”

***SailTime Miami will be at the Miami International Boat Show  
February 15 through the 19 at Pier  
9 adjacent to Beneteau.***

Steve McPherson is the owner of the new SailTime Ontario franchise  
[\(475 Unwin Avenue, Toronto\)](#).

McPherson will feature two SailTime Bases in Toronto, one in Port Credit and one in Outer Harbor. He comes from a sailing family, so he’s been enjoying the water on sailboats for as long as he can remember. Steve spent several years working in materials engineering

before purchasing Navy Point Marina and yacht dealership in 1990. Over the next 26 years, Steve and his partners have grown Navy Point to four locations throughout upstate New York and Toronto. Now they are ready to attract a new generation of sailors with SailTime.

“Millennials are all about the sharing economy. They love travel and adventure, but aren’t big on property ownership,” McPherson explained.

“With SailTime, they get to enjoy all the fun of owning a luxury sailboat without the cost and hassle of ownership. Toronto has a young and vibrant population who we believe will really enjoy sailing with us.”

For more information, visit

[www.sailtime.com](http://www.sailtime.com).

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**About SailTime:**

Now celebrating its 15th anniversary,

[SailTime](#)

has more than 29 bases in North America and five in Australia.

SailTime members share the use of a professionally managed boat through the use of a unique and proprietary online scheduling system. A monthly membership

fee covers the slip fees, maintenance, insurance and operating costs. These memberships offer an attractive alternative to boat ownership. SailTime also offers a generous Ownership Program where the owner receives a monthly income, as well as the benefits

of membership and complete professional management of their boat.

SailTime also has a significant network of sailing schools, via bases that are certified American Sailing Association (ASA) and Royal Yachting Association (RYA)

affiliates. The instruction provided at these locations has been a key component in providing a pathway for members to achieve their goals and dreams for the sport of sailing.