

## **Sima Marine Announces Partnership With Yachts360**

**Press Release: January 13, 2021**

Following an extraordinarily successful 2020, [Yachts360 Group](#) is kicking off 2021 by announcing an expansion into Ohio and the Great Lakes market, in partnership with [Sima Marine](#).

Sima Marine was founded in 1953 by Jim & Eleanor Sima. Following in his father's footsteps, John Sima took over the business in 1985. With John Sima at the helm, Sima Marine has had a long history of bringing buyers and sellers together in the Great Lakes region, having completed hundreds of brokerage deals.

Sima has also served as a dealer for brands like Carver Yachts, Cruisers Yachts, Fairline, and Marquis over the years, bringing extensive new yacht experience. John, along with his veteran sales staff, will join the Yachts360 team bringing their product knowledge and brokerage experience with them.

"John and his team at Sima Marine, have a long history and knowledge of the Great Lakes market. They will be a valuable asset to not only our brokers, but the current and past clients of Sima Marine. The Sima family built a reputable business in the 65 plus years since they sold their first boat on the shores of Lake Erie, and we look forward to John and his team carrying that legacy to the next generation of Great Lakes boaters," said Justin Goins, Managing Partner of Yachts360 Group.

Beginning January 1, 2021 Yachts360 will now have grown to seven locations serving Florida, North Carolina, Tennessee, and Ohio. Sima Marine – Part of the Yachts360 Group will continue to operate from the Eastlake, OH location as well as a new location in Tampa, FL.

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