

Important news from



Apex Marine Takes Over Allied Marine Service Yard

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For Immediate Release

Fort Lauderdale, FL—A South Florida businessman and former customer of Allied Marine’s service yard on Ft. Lauderdale’s New River has taken over operation of the facility with the aim of expanding services and improving customer service.

Ismael “Issy” Perera, a retired corporate executive living on Key Biscayne, Florida, is the owner and president of Apex Marine LLC, which launched operation of the site June 1. The yard is located on the New River between the Andrews and Second Avenue bridges at 401 SW 1st Avenue. Perera negotiated a five-year lease with the Related Group—owner of the property—and purchased certain assets from Allied, which allowed a seamless transition for work in the yard. The purchase included all equipment and tools formerly used by Allied Marine at their service facility, including an 88-ton Travellift crane. The purchase also included all parts currently on inventory. Within the nearly two-acre facility, Apex will also utilize 25,000 square feet of covered and office space in the existing three-story building on site and operate the docks stretching along 300 feet of river frontage.

The difference that customers and boat owners will notice immediately is that the repair yard will now service all brands and models of boats, and not just those motoryachts and sportfishermen sold under the Allied banner. “This now a full service boatyard open to all boat owners,” said Perera. Depending on the size of vessels being serviced, Perera says the yard can handle repairs on about 14 boats simultaneously.

Many of the yard’s former workers were offered positions with Apex, key among them Service Manager Bill Dalton, now Vice President of Service. “When it became known that Allied Marine did not want to renew its lease on the facility, Bill called me and asked me if I would be interested in owning a boat yard,” said Perera. “I have purchased three boats from Allied Marine and Bill had provided the service and customization for all of them. I told him the only way I would consider it is if he would guarantee me that he would stay on to manage the service.” Apex Marine’s current work force counts more than 230 years of experience in yacht repair.

As Apex Marine, the yard will provide service and repair for yachts of 30 to approximately 85 feet with the upper limits defined by the TraveLift at 88 tons or a beam of 21' 9". The yard has a spray booth for exterior painting and will also provide a full gamut of mechanical, and electrical services, including repowering, and interior refits. "Our focus will be to provide the best possible and most dependable service to our customers. As a boat owner, I think that is sometimes lacking," said Perera. "If we say your boat will be ready on a certain day, it will be ready. Our philosophy is very simple; we want to provide yacht owners with exceptional customer service by doing the work right the first time, completing the work as promised, and provide our customers with a cost effective solution to their yacht maintenance and repair needs."

Frank Herhold, executive director of the Marine Industries Association of South Florida, applauded the yard's new ownership and direction. "Fort Lauderdale has actually lost service capacity in recent years for mid-size yachts, many of which are resident yachts rather than transient and form the ongoing core of the yacht service industry here," Herhold said. "I'm very happy to see this yard not just continue, but expand its services to the entire South Florida boating community."

"This is great news for boaters and for the city in general," said City Commissioner Romney Rogers. Rogers represents District Four, which encompasses the New River. "The city is focusing on Riverwalk this year, which is now 20 years old, and which is directly across from Apex. I see the continuation of this facility as both good for jobs and good for bringing activity to the downtown waterfront.

According to Christopher "Kit" Denison of Marine Realty, who arranged the deal between the Related Group and Perera, the facility first opened as a Hatteras dealership in the 1980s. "I'm pleased that Related has chosen to keep this valuable facility as part of our working waterfront, at least for another five years," he said.

Perera noted that analysis of boat registrations supports his initial impression that the market could easily support an additional full service boatyard in Fort Lauderdale. There are approximately 10,000 vessels of 30 to 80 feet LOA within 60 miles the Apex Marine facility, he says.

For more information contact Apex Marine LLC at 954-759-7212, or visit their web site at www.apexmarinerepair.com