

SERVICE THAT WILL FLOAT YOUR BOAT!

by Craig Stegall



Island Breeze Boat & Yacht Share Adver-
torial.

“Statistically speak-
ing, many people
[who own their boat]
end up using it only eight to ten percent
of the time even though it’s always
available to them”, says Tom Cullen,
owner and president of Caloosa Isle
Boat Sales & Service. “When you
look at the return on investment ...
those figures are horrendous!” Who
could argue his point? Facts are facts,
and numbers don’t lie. For every boat
owner in Southwest Florida, only about
one in twenty can be found on local
waters and launching from marinas in
the Fort Myers, Cape Coral, Sanibel,
Naples, and Marco Island areas each
week. Cullen explains that this popular
recreational activity is not being stunted
by lack of interest, but rather a lack of
physical accommodation factors such
as time and space. Ironically enough,
Cullen refuses to let physical obstacles
get in the way of one’s love for life on
the water.

Since 2003, Cullen owned and oper-
ated the Caloosa Isle Marina until he
sold it in order to concentrate exclu-
sively on boat sales and service. In
June of 2006, he opened the doors of
his popular Caloosa Isle Boat Sales &
Service store in Fort Myers, where he
and an educated staff of certified sales
and service technicians consult, edu-
cate, and assist hundreds of customers

each year with the purchase of a new or
pre-owned boats, motors, and trailers.
After months of hearing his customers
express their concerns of not having
space to store their purchases, Tom
decided to offer storage facilities and
even maintenance contracts to many of
his patrons. It was this seed that found
root in Cullen’s ever-expanding com-
mitment to stellar customer service and
became the precursor for his latest ven-
ture; Island Breeze Boat & Yacht Share.

“It doesn’t matter if you’re new [to
boating] or an expert”, Cullen explains,
“the simple fact is, if you want to go
boating, you have to have a way to get
the boat to the marina or dock, you have
to know how to get it in the water, you
have to have proper safety equipment,
and you have to know the basics of
operation and where you’re going. Not
to mention when you’re done, you have
to get it out of the water, wash it, keep
it maintained, and then store it some-
where until your next outing”. Just
half of this statement alone is enough
to scare many people away from enjoy-
ing the highlights and adventures of
our local waters. In addition, nobody
should miss out on the mental recharge
that just a few hours on the water can
provide. Enter Cullen’s solution and
the sole purpose for Island Breeze Boat
& Yacht Share: A membership into a
small, elite group of enthusiasts from
all walks of life who prefer showing up
at a local marina, hopping into a new
20-24 foot boat and taking off for a day

of fishing and family fun with all the
conveniences and amenities. Add to
that a full-service experience with liter-
ally NONE of the hassles associated
with launching, docking, storage and
maintenance, and your worries are liter-
ally over.

For a membership initiation fee of
only \$3,995 and monthly payments of
\$279, you can pick up your phone to
schedule your outing anytime you like.
The program allows you to book your

over three years versus traditional own-
ership” explained Tom. If that’s not a
real “bang-for-your-buck”, keep your
seat... Island Breeze Boat & Yacht
Share members get hand’s on training
in boating safety and operation, full use
of on-board safety equipment and state-
of-the-art digital navigation equipment,
and since the boat is perpetually main-
tained, inspected and updated, you can
leave the usual “stern concerns” behind.

With plans to add more Deck Boats,
Bay Boats, and Center Consoles, as
well as Mid-Cabin Express Cruisers to
their future inventory, Island Breeze is
poised to launch one of the most unique
and rousing opportunities of its kind.
“Some members will love the fact that
they never have to purchase a vehicle
with a trailer-hitch, while others may
decide they love it so much, that they
simply can’t do without purchasing
a boat for themselves”, Cullen says.
“Either way, we’re here to help, train,
and provide customer service to anyone
with a desire to be on the water”.

For more information on Island
Breeze Boat & Yacht Share member-
ships, customers can contact Tom Cul-
len at (239) 482-4511 or by email: Tom.
Cullen@caloosaisle.com. To get a
first-hand look at the boats in the pro-
gram, or to browse one of SWFL’s most
impressive fleets of boating inventory,
feel free to visit Caloosa Isle Boat Sales
& Service at 16065 S. Tamiami Trail in
Fort Myers or go online to their web-
site; www.caloosaisle.com.

“this popular
recreational activity is
not being stunted by
lack of interest,”

boat reservation for up to sixty times
per year. Tom also explains that, “if
you ever have a need for a last minute
reservation, you can call ahead to see if
the boats are booked the next day, and if
one is available, you can reserve it with-
out having it count towards your annual
quota”. In the near future, the reserva-
tion system will be available online
for 24 X 7 access. If you’re doing the
math here, you’ll see that it’s physi-
cally impossible to put the full dent in
your membership privileges even if you
decide to schedule merely one day a
week for the entire year! “This model
yields a savings of approximately
\$12,000 in the first year and \$40,000



You make the memories...



You'll love the lifestyle!



Go boating today!

...we'll do the work!



You'll love the savings!

239.482.4511
16065 S Tamiami Trail
Fort Myers
www.IslandBreezeBoats.com



Simply turn the key & go!