OFFERING MEMORANDUM

FORT FREMONT MARINE

8969 COUNTY ROAD II, Fremont, WI 54940

Turnkey Business • Waterfront Campus • Residence
Wolf River | Fremont, WI

$3,200,000



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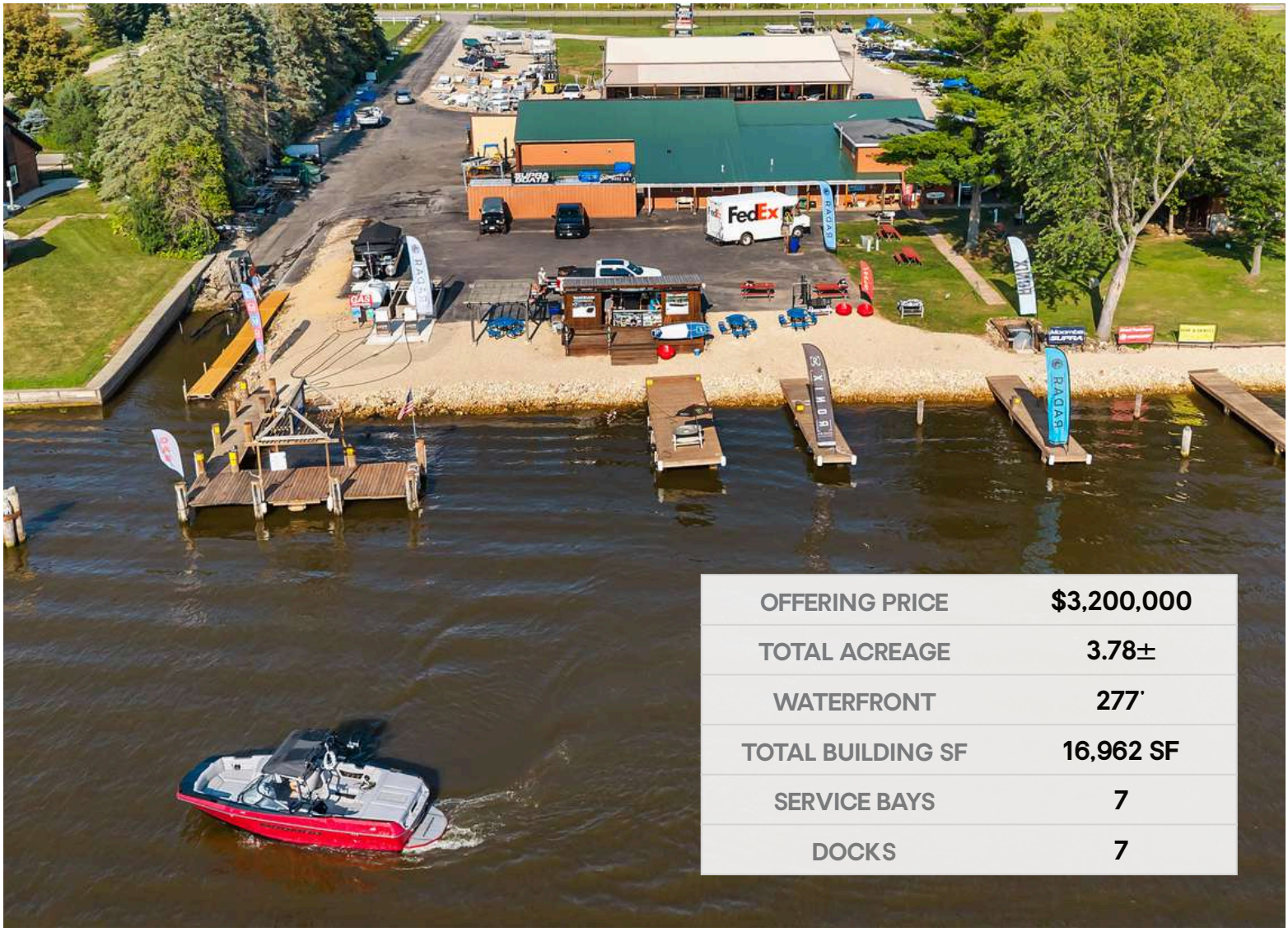
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An Established Destination on the Wolf River

Fort Fremont Marine represents a rare opportunity to acquire an established waterfront business, commercial campus, and separate residential property in a highly visible location on the Wolf River. Positioned between Lake Poygan and Partridge Lake, the property serves one of Wisconsin's most active recreational boating corridors.

Purpose-built for marine sales, service, storage, and waterfront operations, the campus includes retail space, a seven-bay service department, indoor and outdoor showrooms, seven docks, retail fuel pumps, a private boat launch, and a live well. A separate waterfront residence provides flexibility for owner occupancy, employee housing, rental income, or future resale.

Offered as a turnkey acquisition, the sale includes the Fort Fremont Marine business, commercial real estate, extensive equipment and operational assets, the established brand, and a separate Waterfront Residence, creating an exceptional opportunity to continue and grow a well-known destination on the Wolf River.

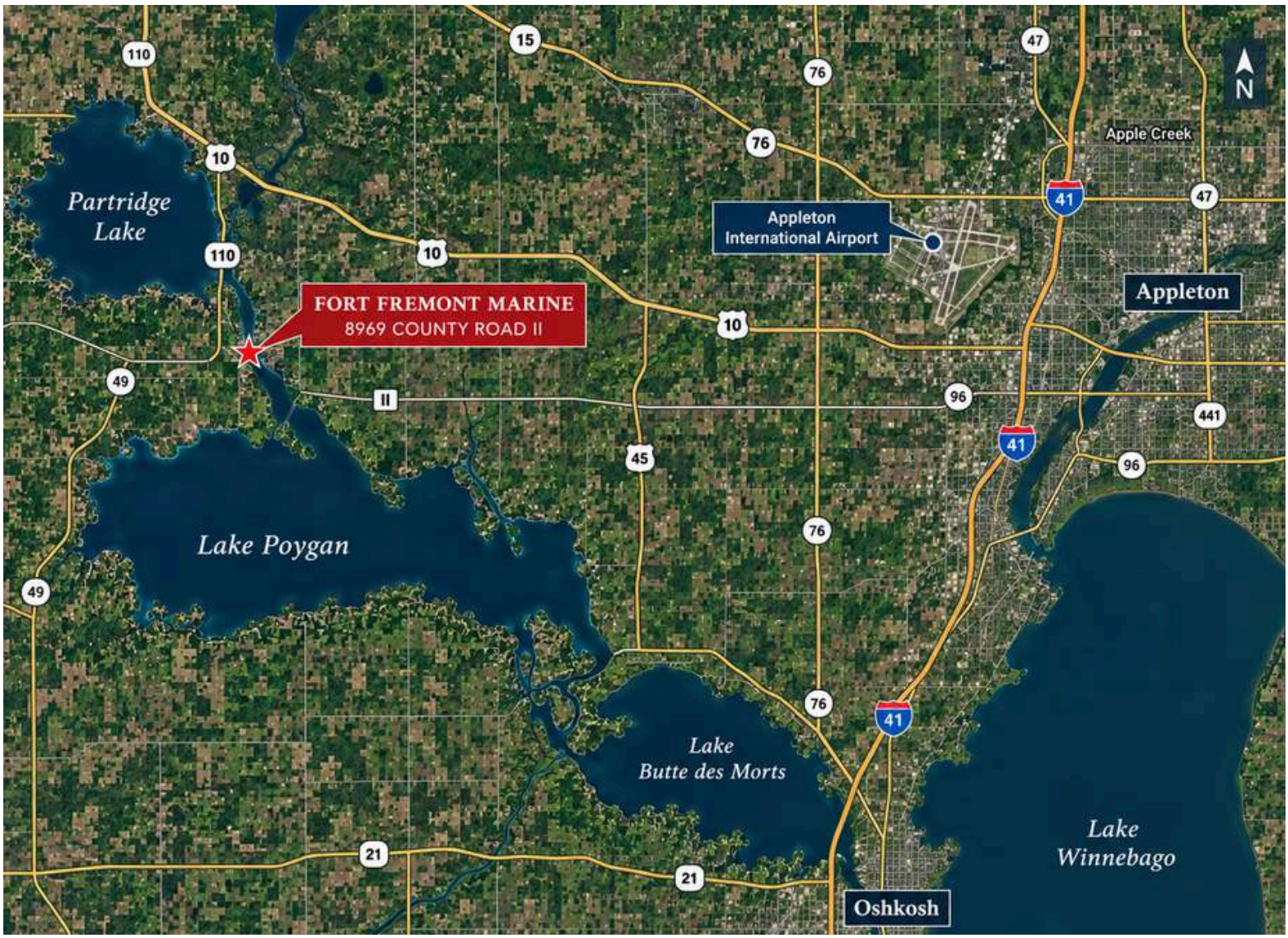


OFFERING PRICE	$3,200,000
TOTAL ACREAGE	3.78±
WATERFRONT	277'
TOTAL BUILDING SF	16,962 SF
SERVICE BAYS	7
DOCKS	7

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Location & Waterway Access



Waterway Access

Strategically positioned on the Wolf River between Partridge Lake and Lake Poygan, Fort Fremont Marine offers direct access to the interconnected Winnebago Lakes system, including Lake Butte des Morts and Lake Winnebago.

Regional Access

Conveniently located near US Highway 10 and the Fox Valley, with regional access via Interstate 41. Appleton International Airport provides additional connectivity for buyers and customers traveling from outside the area.

Investment Highlights

Fort Fremont Marine offers a rare opportunity to acquire an established waterfront business, commercial campus, and separate Waterfront Residence in one turnkey acquisition. The combination of real estate, operational infrastructure, established branding, and waterfront location creates a unique investment with immediate operating capability and future growth potential.

Turnkey Business Established marine business included with the sale, including business name, website, social media, and operational assets.	**Established Brand** Established regional brand with an existing website, social media presence, and longstanding recognition among Wolf River boaters.	**Financial Information** Business financials available to qualified buyers following execution of a Non-Disclosure Agreement.	**Equipment Included** Extensive operational equipment and FF&E included. Inventory available separately.
Commercial Campus Approximately 16,962 SF across multiple buildings designed for marine sales, service, storage, and customer operations.	**Seven Service Bays** Purpose-built service department with seven bays and multiple overhead doors supporting efficient workflow.	**Indoor/Outdoor Showrooms** Approximately 7,020 SF showcase building providing flexible year-round product display.	**Waterfront Infrastructure** Seven docks, private boat launch, retail fuel pumps, live well, and beach house support day-to-day waterfront operations.
Residential Property Included Separate waterfront residence ideal for owner occupancy, employee housing, rental income, or future resale.	**Wolf River Location** Located on the Wolf River between Lake Poygan and Partridge Lake, serving one of Wisconsin's busiest recreational boating corridors.	**Immediate Opportunity** Continue operations immediately with real estate, equipment, infrastructure, and established business assets already in place.	**Growth Potential** Well-positioned for continued operation and future growth within one of Wisconsin's premier recreational boating corridors.

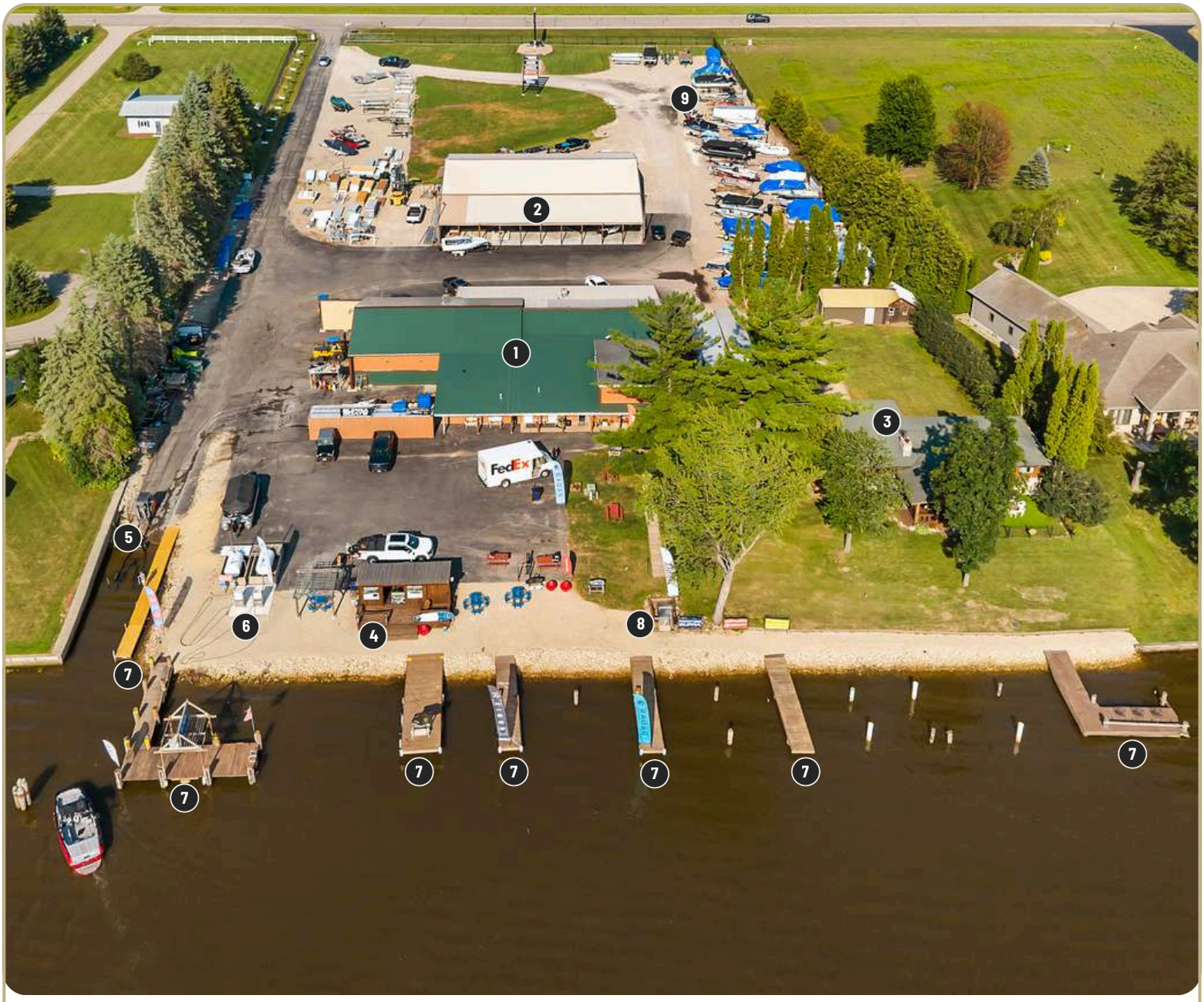






Campus Overview

A well-developed waterfront campus with retail, service, storage, and residential improvements designed to support marine operations and customer experience.



1 **Main Building - Retail, Service, Office**

2 **Showcase Building**

3 **Waterfront Residence**

4 **Beach House**

5 **Private Boat Launch**

6 **Fuel Pumps**

7 **Seven Docks**

8 **Live Well**

9 **Outdoor Display & Storage**

Waterfront Residence

Flexible Living. Multiple Possibilities.



Unlike many marina properties, Fort Fremont Marine includes a separate waterfront residence, providing flexibility that extends well beyond owner occupancy. Whether used as an owner's residence, employee housing, or an income-producing rental property, the home represents an additional asset that enhances the overall acquisition.

Located on its own waterfront parcel, the residence provides approximately 1,250 square feet of living space with three bedrooms, one full bathroom, one half bathroom, a full basement, forced-air heating with central air conditioning, and a pellet stove. The property enjoys approximately 85 feet of Wolf River frontage and offers privacy while remaining connected to the commercial campus.

Waterfront Residence Highlights

- ✔ 1,250 SF
- ✔ 3 Bedrooms
- ✔ 1 Full, 1 Half Bathroom
- ✔ Full Basement
- ✔ 85' Wolf River Frontage
- ✔ Forced Air Heat & Central Air

Additional Features:

- ✔ Pellet Stove
- ✔ Separate Residential Parcel
- ✔ Shared Well, Municipal Sewer
- ✔ Owner Occupancy, Employee Housing, or Rental Income







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Main Building

The Hub of Marine Sales & Service



The 8,500-square-foot Main Building serves as the operational hub of Fort Fremont Marine, bringing together retail sales, customer service, administrative offices, and a fully equipped marine service department under one roof. Designed for efficiency, the layout supports customer-facing operations while streamlining the workflow of a full-service marine dealership.

The building features a spacious retail showroom, dedicated customer service and parts counter, second-floor offices, and a seven-bay service department equipped with multiple overhead doors. A covered waterfront work area and dedicated flammable-material storage container further enhance operational efficiency.

Purpose-built for marine sales and service, the Main Building provides the infrastructure needed to support an established operation while offering flexibility for future growth.

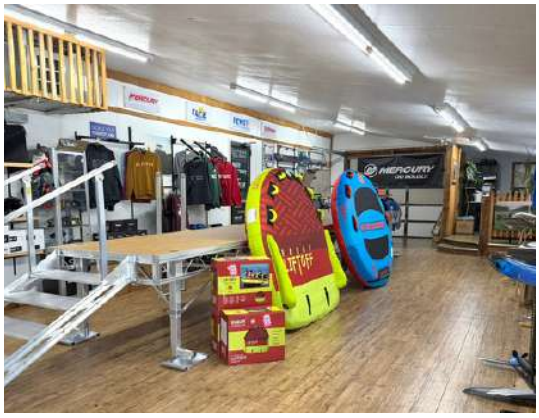
Main Building Highlights

- ✔ 8,500 SF Main Building
- ✔ 3,629 SF Retail Showroom
- ✔ 714 SF Customer Service & Parts
- ✔ 728 SF Second-Floor Offices
- ✔ 3,373 SF Service Department
- ✔ 7 Service Bays
- ✔ 5 Overhead Doors

Additional Features:

- ✔ Covered Waterfront Area
- ✔ Dedicated Flammable-Material Storage
- ✔ Direct Access to Docks & Waterfront

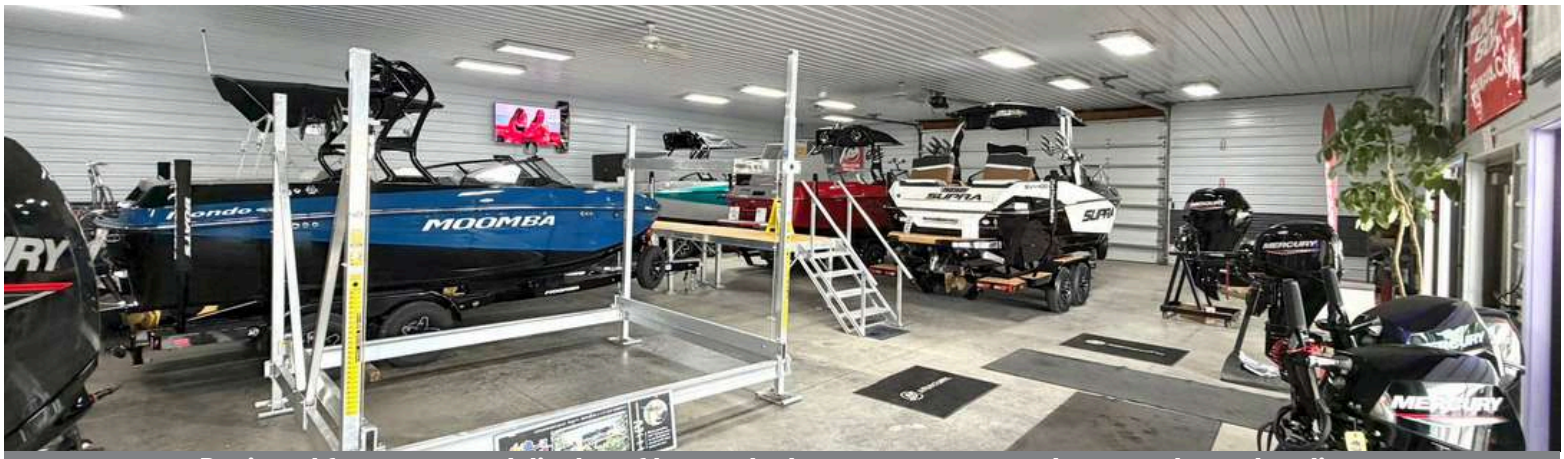






Showcase Building

Flexible Display Space Designed for Every Season



Designed for year-round display of boats, docks, powersports, and seasonal merchandise.

Showcase Building Highlights

- ✔ 7,020 SF Total Building Area
- ✔ 4,860 SF Heated Indoor Showroom
- ✔ 2,160 SF Covered Outdoor Showroom
- ✔ 13' 8" Interior Ceiling Height
- ✔ Two Commercial Overhead Doors
- ✔ Year-Round Display Space

Additional Features:

- ✔ Open Showroom Layout
- ✔ Covered Exterior Display
- ✔ Flexible Product Display Space
- ✔ Direct Access to the Main Campus

The heated 7,020-square-foot Showcase Building provides dedicated space for year-round product display and customer engagement. Designed with both indoor and covered outdoor showroom areas, the building allows inventory to be displayed in a clean, organized environment regardless of season or weather.

The indoor showroom offers 4,860 square feet of open display space with a 13-foot 8-inch ceiling, commercial overhead doors, and a flexible floor plan capable of showcasing boats, docks, powersports equipment, and seasonal merchandise.

Purpose-built to enhance the customer experience, the Showcase Building expands merchandising opportunities, supports efficient inventory management, and provides flexible display space for changing seasonal inventory.

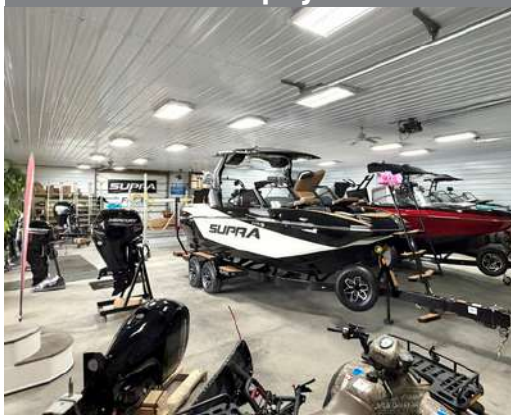
Covered Outdoor Showroom



Customer Entrance



Indoor Display Area



Waterfront Amenities

Built for Boaters. Designed for Convenience.











Waterfront Highlights

- ✔️ 277' Combined Waterfront
- ✔️ Seven Docks
- ✔️ Private Boat Launch
- ✔️ Retail Marine Fuel
- ✔️ Live Well
- ✔️ Beach House
- ✔️ Located Between Lake Poygan & Partridge Lake

Waterfront Amenities

Fort Fremont Marine is positioned along approximately 277 feet of combined frontage on the Wolf River, providing direct boating access between Lake Poygan and Partridge Lake. The property's waterfront improvements are designed to support both daily operations and an exceptional customer experience, making it a convenient destination for recreational boaters throughout the region.

Seven private docks, a private boat launch, retail fuel pumps, a live well, and the Beach House create a fully integrated waterfront environment that supports sales, service, rentals, and customer convenience. Whether arriving by land or by water, visitors have immediate access to the amenities that define the Fort Fremont Marine experience.

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Business Overview

From Established Brand to Turnkey Acquisition



An Established Business. A Turnkey Opportunity. A Legacy Ready for Its Next Owner.

Fort Fremont Marine is an established full-service marine business serving recreational boaters throughout the Wolf River, Lake Poygan, and Partridge Lake area. The business combines retail sales, professional service, waterfront amenities, and customer support within one integrated campus designed specifically for the marine industry.

The sale includes the Fort Fremont Marine business, commercial real estate, extensive FF&E, website, social media presence, and the operational infrastructure needed to continue serving customers from day one. Business financial information is available to qualified buyers following execution of a signed Non-Disclosure Agreement.

Supported by a heated showroom, dedicated service facilities, and a highly visible waterfront location, Fort Fremont Marine is well-positioned to serve customers throughout Wisconsin's boating season while benefiting from year-round recreational activity in the surrounding area.

Established Business

Established marine dealership with strong regional recognition throughout the Wolf River area.

Turnkey Acquisition

Business, commercial real estate, FF&E, website, and social media assets included.

Operating Infrastructure

Heated showroom, service department, waterfront infrastructure, and established operating systems.

Financial Information

Business financials available to qualified buyers following execution of a signed NDA.

Furniture, Fixtures, & Equipment

Extensive Operational Assets Included

Selected operational assets are highlighted below. A detailed equipment list is available upon request.





The sale includes an extensive collection of furniture, fixtures, equipment, vehicles, and operational assets that support the continued operation of Fort Fremont Marine. From marine service equipment and material handling assets to vehicles, display systems and waterfront infrastructure, these included assets significantly enhance the value of this turnkey acquisition. A detailed equipment list is available upon request.

--Inventory is excluded from the sale and will be transferred separately.

Marine Service Equipment

- ✔ Hydraulic Lift
- ✔ Tire Changer
- ✔ Commercial Power Washer
- ✔ Shop Tools & Equipment

Material Handling

- ✔ Four Forklifts
- ✔ Boat Lift Transport Trailer
- ✔ Dock Hauler
- ✔ Material Handling Equipment

Vehicles & Trailers

- ✔ Three RAM Trucks
- ✔ Pontoon Trailers
- ✔ Flatbed Trailer
- ✔ Enclosed Display Trailer

Retail & Technology

- ✔ Retail Displays
- ✔ Computer Systems
- ✔ Starlink Business Internet
- ✔ Display Systems

Waterfront Infrastructure

- ✔ Boat Launch Dock System
- ✔ Gas Dock
- ✔ Business Piers
- ✔ Dock Equipment

Facility & Support Assets

- ✔ Road Signage
- ✔ Storage Containers
- ✔ Pallet Racking
- ✔ Beach House Equipment





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Why Fort Fremont?

Where Business Meets Wisconsin's Waterfront Lifestyle



Premier Wolf River Location

Direct navigable access to one of Wisconsin's most popular recreational waterways.

Established Customer Market

A long-standing destination for boating, watersports, fishing, and waterfront recreation that attracts customers from across the region.

Four-Season Lifestyle

Summer boating, fall scenery, winter recreation, and year-round outdoor enjoyment support continued activity beyond the boating season.






Confidential Information Available Upon Request
THANK YOU
FOR YOUR INTEREST
FORT FREMONT MARINE
Fort Fremont Marine represents a rare opportunity to acquire an established marine dealership, extensive waterfront real estate, and a business positioned for future growth and continued success.
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Additional Information Available