

Marine Lifestyle Company Reimagines Boat Ownership on Florida's Gulf Coast

TAMPA BAY, FL, UNITED STATES, November 3, 2025 /EINPresswire.com/ -- A Tampa-based marine company is taking a fresh approach to vessel services by combining [premium charter experiences and concierge brokerage services](#) under one integrated brand. Anchor & Trade has relaunched with an expanded mission to simplify boat the process of ownership and enhance marine lifestyle experiences across Florida's Gulf Coast.



Anchor & Trade - Marine Lifestyle Company
Reimagines Boat Ownership on Florida's Gulf Coast

Breaking Down Barriers to Boating

As Florida's recreational boating community grows beyond one million registered vessels, Anchor & Trade has positioned itself to address common pain points in the industry. The company's integrated approach combines luxury charters, professional brokerage and personalized concierge support to create a more streamlined experience for boat owners and enthusiasts.

Two signature programs showcase this innovative approach. The Buyer Assist Concierge (BAC) provides comprehensive support for new boat purchases, including remote walkthroughs and closing coordination. Meanwhile, the Fleet Partner Program (FPP) helps existing owners offset their vessel costs through [managed charter opportunities](#) while maintaining professional oversight.

Expanding Services Through The Bohting Company

The relaunch also introduces The Bohting Company (TBC), a new division encompassing specialized, connected marine services. This expansion includes dedicated teams for eva/pe marine decking design and installation, professional drone, photography and video production, boater education, a captain's network, detailing services and vessel transport - all operating under a unified service framework.

Building a Connected Boating Community

Operating under Florida's licensed yacht-broker framework, Anchor & Trade has developed an extensive network of certified captains and marine professionals. The company's [comprehensive marine support services](#) aim to foster a stronger boating community along the Gulf Coast while maintaining high service standards.

Looking ahead, the company plans to expand its charter fleet and introduce a subscription-based model for both its charter and concierge services as well add more services under TBC. These developments align with Anchor & Trade's mission to make boating more accessible and enjoyable for enthusiasts across the Greater Tampa-St. Petersburg-Clearwater area and beyond.

For owners, charter captains and enthusiasts seeking to navigate Florida's vibrant marine leisure market, this integrated approach offers a promising alternative to traditional, fragmented boat services. Anchor & Trade and The Bohting Company represents a modern alternative—combining the professionalism of a brokerage and concierge services, the excitement of a charter brand, and the dependability of a connected services partner, all under one flag.

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