

MY FAMILY OF 4 AND I JUST RECENTLY MOVED TO GEORGIA FOR WORK AND ARE CONSIDERING PURCHASING A BOAT. WE ENJOY TIME ON THE WATER AS A FAMILY AND LIKE THE IDEA OF HAVING A VERSATILE BOAT. WE'VE OWNED INBOARD BOW RIDERS IN THE PAST BUT OPEN TO OTHER IDEAS. WE STILL HAVE OUR BOAT AND WILL NEED TO TRADE THAT IN SO THAT'S IMPORTANT AS WELL.

CONGRATS ON THE MOVE, THAT SOUNDS LIKE A FUN STAGE FOR A NEW BOAT. TO POINT YOU IN THE RIGHT DIRECTION, CAN YOU TELL ME A BIT MORE ABOUT HOW YOU SEE YOURSELVES USING THE BOAT IN GEORGIA MOST OF THE TIME: MAINLY LAKES AND RIVERS, TRIPS TO THE COAST FOR SALTWATER, OR A MIX OF BOTH?



BEING NEW TO THE AREA WE ARE STILL UNSURE OF WHAT BOATING WILL FIT US THE BEST SO LET'S KEEP IT AS A MIX OF BOTH. WE ARE NO STRANGERS TO TRAILERING.

THAT MIX POINTS YOU TOWARD A VERSATILE CENTER CONSOLE IN THE LOW 20 FOOT RANGE THAT IS EASY TO TRAILER AND HAPPY ON LAKES OR AT THE COAST. TO NARROW IT DOWN, WHAT FEELS MORE IMPORTANT FOR YOUR FAMILY RIGHT NOW: COMFORTABLE SEATING AND SANDBAR TIME OR FISHING SPACE AND LIVEWELLS?

I WOULD SAY COMFORTABLE SEATING AND SANDBAR

SINCE SEATING AND SANDBAR TIME ARE THE PRIORITY, I'D LOOK AT VERSATILE 22-24 FOOT BOATS THAT HAVE FULL BOW SEATING, A REAR BENCH AND EASY WATER ACCESS, LIKE CENTER CONSOLES OR DUAL CONSOLES THAT CAN HANDLE BOTH LAKES AND COASTAL TRIPS. ARE YOU OPEN TO MOVING FROM AN INBOARD BOWRIDER TO AN OUTBOARD-POWERED LAYOUT IF IT GIVES YOU MORE USABLE SPACE AND EASIER MAINTENANCE?

YES, I'VE HEARD THAT OUTBOARDS ARE PREFERRED IN THIS PART OF THE COUNTRY.

THAT'S RIGHT, OUTBOARDS ARE A BIG PLUS HERE BECAUSE THEY'RE EASIER TO SERVICE, BETTER FOR SALTWATER, AND FREE UP INTERIOR SPACE COMPARED TO AN INBOARD. SINCE YOU'RE OPEN TO THAT AND WANT SANDBAR-FRIENDLY SEATING, I'D BE LOOKING AT 22-24 FOOT CENTER CONSOLES OR DUAL CONSOLES IN YOUR AREA — WHAT PART OF GEORGIA ARE YOU IN?

I AM NEAR SAVANNAH



SAVANNAH IS A GREAT SPOT BECAUSE YOU'VE GOT RIVERS, EASY ACCESS TO THE OCEAN, SO A 22-24 FOOT OUTBOARD BOAT THAT CAN HANDLE A LITTLE CHOP BUT STILL BE COMFORTABLE AT THE SANDBAR IS A SWEET SPOT. DO YOU PICTURE MOST OF YOUR DAYS AS SHORT RUNS TO HANG OUT AND SWIM, WITH ONLY OCCASIONAL OFFSHORE TRIPS, OR DO YOU THINK YOU'LL WANT TO RUN A GOOD WAY OUT IN THE OCEAN PRETTY OFTEN?

SHORT RUNS WITH HANGING OUT AND SWIMMING WOULD BE BEST WITH OUR KIDS

PERFECT, THAT POINTS US TO A “FAMILY FIRST” LAYOUT WITH LOTS OF SEATING, SHADE AND EASY WATER ACCESS RATHER THAN A HARDCORE FISHING BOAT. IN THAT 22-24 FOOT RANGE, I’D BE COMPARING FAMILY-STYLE CENTER CONSOLES FROM A FEW BRANDS AND THEN NARROWING DOWN TO MODELS THAT HAVE FULL BOW SEATING, A REAR BENCH AND AN EASY WAY ON AND OFF THE BOAT AT THE SANDBAR.

AREN'T CENTER CONSOLES FISHING BOATS?

THEY USED TO BE THOUGHT OF THAT WAY, BUT A LOT OF NEWER CENTER CONSOLES ARE REALLY “FAMILY BOATS THAT CAN FISH” WITH WRAPAROUND BOW SEATING, REAR BENCHES, GOOD SHADE AND EASY WATER ACCESS, THEN LIVEWELLS AND ROD HOLDERS ADDED IN. IF WE PICK THE RIGHT MODEL, YOU’D GET THE SANDBAR COMFORT YOU WANT AND STILL HAVE THE FLEXIBILITY TO FISH WHEN YOU FEEL LIKE IT.

THAT'S INTERESTING. WHAT ARE THE TOP BRANDS I SHOULD BE LOOKING AT?

FOR FAMILY-FRIENDLY CENTER CONSOLES IN THAT 22-24 FOOT RANGE, I'D LOOK AT BRANDS LIKE SPORTSMAN, SEA HUNT, KEY WEST, TIDEWATER, ROBALO AND SIMILAR BUILDERS THAT FOCUS ON OUTBOARD CENTER CONSOLES. ONCE WE GET YOUR PRIORITIES DIALED IN, WE CAN MATCH YOU TO A SPECIFIC MODEL IN THAT GROUP.

THEY ALL BUILD GOOD BOATS, BUT THEY LEAN SLIGHTLY DIFFERENT WAYS: SOME ARE MORE PRICE FOCUSED, OTHERS PUT MORE INTO RIDE, FINISH AND TECH. TO FIGURE OUT WHICH OF THOSE BRANDS FITS YOU BEST, WHAT MATTERS MOST TO YOU RIGHT NOW — SOFTER RIDE IN CHOPPY WATER, FAMILY SEATING AND SANDBAR FEATURES OR GETTING THE MOST BOAT FOR THE MONEY?



GOOD VALUE BRAND WITH TECHNOLOGY AND GOOD RESALE VALUE AS I MIGHT WANT TO TRADE UP IN A COUPLE OF YEARS TO A LARGER BOAT.

GIVEN WHAT YOU'VE SAID, I'D PUT A LOT OF FOCUS ON SPORTSMAN IN THAT GROUP, BECAUSE THEY'RE POSITIONED AS A STRONG VALUE BRAND WITH MODERN TECH AND VERY SOLID RESALE IN THE 23 FOOT RANGE. FROM HERE, I'D BE LOOKING AT SOMETHING LIKE A 23 FOOT FAMILY-STYLE CENTER CONSOLE WITH FULL SEATING AND SANDBAR FEATURES THAT STILL HAS THE HULL TO LET YOU COMFORTABLY GROW INTO BIGGER WATER LATER.

WHAT ARE THE KEY FEATURES THAT SETS THEM APART AND WHO IS THE LOCAL DEALER?

FOR YOU, A HERITAGE 231 STANDS OUT BECAUSE IT'S A 23-FOOT CENTER CONSOLE BUILT AS A TRUE FAMILY BOAT FOR SANDBAR DAYS WITH FULL BOW SEATING, TRANSOM BENCH, EASY WATER ACCESS AND MODERN GARMIN TECH, YET IT RIDES ON AN OFFSHORE-CAPABLE HULL AND SPORTSMAN'S 23-FOOTERS ARE THE NUMBER ONE SELLING CENTER CONSOLES IN STATE REGISTRATION DATA.

YOUR CLOSEST STRONG DEALER IS CUSTOM MARINE IN STATESBORO, A SHORT DRIVE FROM SAVANNAH, AND THEY STOCK MULTIPLE NEW HERITAGE 231 YOU CAN PRICE AND THEN MATCH TO YOUR TRADE.



## ARE THEY A GOOD DEALER?

YES, THEY'RE A SOLID DEALER WITH A LONG HISTORY, GOOD RECENT GOOGLE REVIEWS AROUND 4.6 OUT OF 5 AND A STRONG FOCUS ON SPORTSMAN, PLUS THEY ACTIVELY POST WALK-THROUGH VIDEOS OF THE HERITAGE 231 AND OTHER MODELS SO YOU CAN GET A FEEL FOR THEM BEFORE YOU EVER VISIT.

# GIVE ME LINKS TO THOSE VIDEO WALKTHROUGHS THAT I SHOULD CHECK OUT

## 1. 2026 SPORTSMAN HERITAGE 231 WALKTHROUGH | FULL BOAT TOUR & FEATURES

YOUTUBE: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=BBYMMHPUX3I](https://www.youtube.com/watch?v=BBYMMHPUX3I)

## 2. 2026 SPORTSMAN HERITAGE 231 WALKTHROUGH (CUSTOM MARINE CHANNEL VIDEOS LIST)

YOUTUBE CHANNEL VIDEOS PAGE: [HTTPS://WWW.YOUTUBE.COM/@CUSTOM-MARINE/VIDEOS](https://www.youtube.com/@CUSTOM-MARINE/VIDEOS)

## 3. DISCOVER THE WATER-CENTRIC VIEWS OF SANDBAR MODE IN THE SPORTSMAN HERITAGE 231 (SHORTS CLIP)

YOUTUBE SHORT: [HTTPS://WWW.YOUTUBE.COM/SHORTS/LO-R\\_GXRJLO](https://www.youtube.com/shorts/lo-R_GXRJLO)

## 4. “LET’S STEP INSIDE THE 2026 SPORTSMAN HERITAGE 231”

FACEBOOK VIDEO ON CUSTOM MARINE’S PAGE: [HTTPS://WWW.FACEBOOK.COM/CUSTOMMARINESTATESBORO/VIDEOS/LETS-STEP-INSIDE-THE-2026-SPORTSMAN-HERITAGE-231-THIS-CENTER-CONSOLE-IS-BUILT-FO/1289508869215968/](https://www.facebook.com/CUSTOMMARINESTATESBORO/VIDEOS/LETS-STEP-INSIDE-THE-2026-SPORTSMAN-HERITAGE-231-THIS-CENTER-CONSOLE-IS-BUILT-FO/1289508869215968/)

## 5. INSTAGRAM REEL – SPORTSMAN HERITAGE 231 WALKTHROUGH SNIPPET

INSTAGRAM: [HTTPS://WWW.INSTAGRAM.COM/REEL/DNJCNF800B7/](https://www.instagram.com/reel/DNJCNF800B7/)



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- 7:51 2026 Sportsman Heritage 231 Walkthrough
- 5:13 2026 Tracker 1650T Prairie Wings Edition
- 3:04 Calling all crappie, bream, and bluegill lovers – this stick steer rig is tailor-made for you!
- 3:31 #FAQFriday: Bay Boats vs. Hybrid Bays
- 10:18 Sportsman 2670E Walkthrough
- 0:31 Custom Marine | Boat Dealer | Statesboro | Richmond Hill
- 4:07 Boats for Sale Statesboro GA Savannah Boat Dealer
- 2:31 #FAQFriday: The all new Yamaha 350 HP
- 1:06 #FAQFriday: Sportsman Bow Transformation
- 2:11 #FAQFriday: Sandbar Mode 😊
- 2:13 #FAQFriday: Tracker/White River Marine Group



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IT'S NICE TO SEE THE PRODUCT IN VIDEO WITH DETAILS

EXACTLY, THOSE VIDEOS LET YOU SEE THE LAYOUT, SANDBAR SETUP AND LITTLE DETAILS YOU'D MISS IN PHOTOS, PLUS YOU GET A FEEL FOR HOW JONATHAN EXPLAINS THINGS AND WHETHER HIS STYLE MATCHES WHAT YOU'RE LOOKING FOR. IF YOU LIKE WHAT YOU SEE, THE NEXT STEP WOULD BE TO CALL OR MESSAGE HIM WITH YOUR TRADE INFO AND A HERITAGE 231 BUILD FROM THE SPORTSMAN WEBSITE SO HE CAN WORK UP REAL NUMBERS.

## WHO IS JONATHAN?

JONATHAN IS ONE OF THE MAIN SALES REPS AT CUSTOM MARINE IN STATESBORO, AND HE'S THE GUY YOU SEE IN A LOT OF THEIR SPORTSMAN HERITAGE 231 WALKTHROUGHS AND FAQ FRIDAY VIDEOS, EXPLAINING BOATS IN A VERY DOWN-TO-EARTH WAY.

HE ALSO HANDLES THINGS LIKE FINANCING QUESTIONS AND BROKERAGE TRADE-INS, SO HE'S USED TO WALKING PEOPLE THROUGH A PURCHASE FROM “JUST LOOKING” ALL THE WAY TO DELIVERY.

**WHAT'S HIS CONTACT INFO?**

**AT CUSTOM MARINE YOU CAN CALL OR TEXT THE MAIN LINE AT (912) 681-7777  
AND ASK FOR JONATHAN IN SALES, OR EMAIL HIM DIRECTLY AT  
JONATHAN.KING@CUSTOM-MARINE.COM.**

**DRAFT ME A QUICK INTRO EMAIL EXPLAINING WHAT I AM LOOKING TO BUY  
BASED ON OUR CONVERSATION THAT I CAN SEND TO HIM**



HI JONATHAN,

MY FAMILY AND I JUST MOVED TO THE SAVANNAH AREA AND WE'RE STARTING TO SHOP FOR A VERSATILE BOAT. WE'RE A FAMILY OF FOUR AND MOST OF OUR USE WILL BE SHORT RUNS, SANDBAR DAYS AND HANGING OUT WITH THE KIDS, WITH THE OPTION TO RUN IN COASTAL CHOP WHEN NEEDED.

WE'VE OWNED INBOARD BOWRIDERS IN THE PAST, BUT I'M NOW LOOKING AT OUTBOARD CENTER CONSOLES IN THE 22-24 FOOT RANGE. BASED ON WHAT I'VE SEEN FROM YOUR VIDEOS, THE SPORTSMAN HERITAGE 231 LOOKS LIKE A GREAT FIT FOR US.

I STILL HAVE MY CURRENT INBOARD BOWRIDER AND WILL NEED TO TRADE THAT IN AS PART OF THE DEAL. COULD YOU HELP ME WITH:

- CURRENT AVAILABILITY ON HERITAGE 231S
- A BALLPARK IDEA OF PRICING BASED ON A TYPICAL FAMILY BUILD
- WHAT YOU WOULD NEED FROM ME TO EVALUATE MY TRADE

IF POSSIBLE, I'D ALSO LIKE TO SCHEDULE A TIME TO COME BY, SEE A HERITAGE 231 IN PERSON AND TALK THROUGH OPTIONS.

THANKS IN ADVANCE FOR YOUR HELP.

