

LEGENDARY SOUTH FLORIDA CAPTAIN RAY ROSHER JOINS UNITED YACHT SALES

By Robert Bowman | Posted On Sep 23, 2025

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Ruth and Maggio. Montana and Rice. Graham and Rosher?

United Yacht Sales is excited to announce that legendary South Florida Charter [Captain Ray Rosher](#) has joined Captain Greg Graham's ORC (Ocean Reef Club) Division as a professional yacht broker. Widely known for owning the successful Miss Britt Charters out of [Miami](#), Ray brings with him a lifetime of bluewater experience and a customer-first ethos to buyers and sellers in the brokerage market.

"Ray is a special breed," said [Greg Graham](#). "He's one of the Top 5 charter fishing captains in the country alongside guys like Bouncer Smith. Ray has a reputation for professionalism both on and off the water. His fishing knowledge, his experience on boats, it's just unmatched by anyone. I'm thrilled to have Ray as part of the ORC Division where we focus on production [sportfish](#) like Viking, [custom sportfish](#), and large center-consoles. He's going to do extremely well!"

"I've been friends with Greg for easily over 30 years," Ray said. "Once I decided that my next chapter would include selling boats for my friends and clients as a professional yacht broker, it was an easy decision to join Greg under United. He reminded me that none of us are getting any younger and I won't always be able to be a charter captain. I have a lot of experience over the years running many different kinds of boats, I plan on using that knowledge and all of the relationships I've made to be a successful broker."

"Greg Graham is consistently one of our 'Top Gun' highest-producers out of all of our 250+ yacht brokers," said [Jeff Palmer](#), President of United Yacht Sales. "Ray Rosher joining Greg's team is going to be a force to be reckoned with. Our support team is looking forward to working closely with our Ocean Reef Club Division on all of their new listings and closings. Welcome to the team, Ray!"

Few names carry more weight in South Florida sportfishing than Ray Rosher. A third-generation Miami fisherman, Ray launched his professional career as a crewman at 16 and has spent 40+ years on the water professionally and recreationally. "Fishing just became something I couldn't wait to do," he continued.

Standing on the bank of a canal in the Everglades, Ray's love of fishing began inshore catching bass which he describes as "the best bass fishing you could imagine" back then. It was his Grandfather though that first introduced Ray to offshore fishing and a much bigger bite. "You know once you see a big fish, you kind of realize, 'Wow', this is better. Maybe not as many, but boy...."

Ray recounts his most memorable fishing experiences all over the world including Bermuda, Australia, and Africa, but continues to promote the Southeastern U.S. as an incredible fishery. "When you talk about what creates good fishing, it's a wide variety of opportunity and seasons in a place that also has an extended fishing year," he says. "The southeast US is just an amazing place to learn offshore fishing, even inshore, but especially offshore. South Florida has 8 or 10 fishing seasons depending on the species."

A few of Ray's notable achievements include:

- More than 30 tournament wins
- Tackle innovator and manufacturing (Owns R&R Tackle)
- Tommy Gifford Award Winner in 2023 - one of the highest honors presented by the IGFA

WHY JOIN GREG GRAHAM & UNITED YACHT SALES?

"Greg and I have been talking for quite awhile about me becoming a broker," Ray said. "One of the first things he told me is to just be myself and be honest with my clients. Many owners are very knowledgeable about boats in general and the market. They watch it as closely as we do and they deserve a truthful opinion. Greg and I have always had a friendship built on trust and my goal is to extend that to my clients."

Ray credits his parents with his work ethic and attitude towards his profession. "My Dad was a hard-charger and I just always thought that was normal," he says. "'I have to give credit to the people that raised me..My parents were great, good work ethic, good humans. Always impressed on my sister and I that the truth comes out in the end. Always tell the truth."

As part of the United team, Ray will receive on boarding from the UYS Support Team and Greg. "United Yacht Sales is a great organization and I'm happy to be on the team, the support so far has been amazing. I see how successful Greg has been at United and he always talks about the team behind him."

WHAT CAN YOU EXPECT SELLING YOUR YACHT WITH RAY ROSHER?

United Yacht Sales backs that frontline experience with deep marketing and closing support, amplifying listings across MLS and digital channels and providing seasoned transaction teams that keep deals moving. For sellers, that means bigger reach and better presentation; for buyers, faster access and cleaner execution. Combined with Ray's expertise and network, yacht owners have an incredible resource to help them in their boat buying and selling journey.

- **Pre-listing refinement:** Honest, prioritized recommendations—what to fix, what to leave, and what to document—to maximize survey outcomes and buyer confidence.
- **Massive Network:** Decades of experience on the water has given Ray an incredible network of owners, anglers, shipyards, and brokers. Combine that with United's 250+ brokers and proprietary tools,
- **Serious buyer targeting:** Positioning that reaches real buyers, supported by United's international platform, through digital, printed, and live event, in-person connections.

Whether you're moving up to a tournament-ready sportfish, downsizing to a fast and flexible center-console, or selling your own fish-raiser, Ray's blend of offshore practicality, personal integrity, and relationships will deliver the results and experience you want.

Want to connect with Ray about buying or selling a boat? You can email him at Ray@MissBritt.com or by calling him at **(305) 788-3474**. Welcome aboard, Ray!