

# RESORT AREA MARINE AND POWER SPORTS

## Idaho Location

### THE COMPANY

The owners of the Company identified a void in this resort area for boats and power sports products compelling them to launch their company in 2018. Now they are entering their fourth successful season specializing in fishing and pontoon, hunting/utility boats, ATVs, UTVs, parts, service, and repair along with related retail accessories. Other marine services include summer dry dockage, winter storage and ancillary services. The Company is an authorized dealer for two flagship boat lines, one motor line and two power sports lines representing UTVs, and ATVs. The retail store also carries camping and RV supplies and accessories. The business has a strong following of second homeowners, recreationalists and vacationers.

### THE LOCATION

Nestled in the mountains of a vibrantly growing recreational area near large lakes, rivers, streams and miles and miles of off-road trails, the location is ideal for this opportunity. The site is conveniently located just off the main road which allows for easy access/parking and lots of room for maneuvering large boats and trailers. The real estate consists of +/-1.42 acres inclusive of a totally refurbished retail, warehouse and office building +/-6,560 square feet. The large warehouse building of +/-5,040 square feet has two grade level 20'x14' overhead doors.

### THE STRENGTHS

The Company has strong demand for their goods and services in one of the best boating, fishing, and trail riding areas in the state (*and, we think*) the country! Close proximity to one of the fastest growing cities in America will continually feed demand and increase sales revenue. Sales are projected to increase dramatically as the area gets more popular and the business gains momentum.

### THE REASON FOR SELLING

Why would the Owners want to sell such a successful start-up? They have another opportunity that will require their full-time attention and understand there are not enough hours in the day to effectively operate the two enterprises.

### THE IDEAL BUYER

The ideal buyer would be a synergistic company seeking an immediate way to expand into this lucrative market, or an entrepreneur with industry experience and/or seeking a lifestyle opportunity where work can be your passion. The buyer will have to be approved for a Flooring Line of approximately \$800,000 to \$1,000,000 concurrent to the purchase.

### THE POSSIBILITIES

Since this opportunity is relatively new there are many possible directions a new owner may want to take. The product line could be expanded to include other brands or add RV sales, service and accessories. Another easily expandable area is the ATV, and UTV rental/sales and winter activities. The current owners have yet to maximize advertising and social media postings or reaching out to the hundreds of existing customers in their data base which will increase awareness and lead to higher sales and profitability.

### ASKING PRICE

**Business Only**  
**\$500,000**

*(Owners will lease back the real estate for \$5,000/month NNN)*

**Business and Real Estate**  
**\$1,199,000**

### TERMS:

Cash

### ASSETS

Real Estate	\$699,000
Furniture Fixtures & Equipment	67,156
Inventory	<u>50,000</u>

**Total Assets** **\$816,156**

*All values provided by Seller*

*Purchaser will need to qualify for Flooring Line of approximately \$800,000 to \$1,000,000*

### INCOME STATEMENT SUMMARY

	2020
Gross Sales	\$2,329,131
<b>Cash Flow</b>	<b>\$312,431</b>

*Financial information provided by Seller*

### REQUEST ADDITIONAL INFORMATION

TO RECEIVE ADDITIONAL INFORMATION, please click the link below to fill out and submit an electronic **Confidentiality Agreement**.

<https://arthurberry.com/ca2>

**ARTHUR BERRY**  
**& COMPANY**

250 W Bobwhite Court, Suite 230, Boise, Idaho 83706 208-336-8000 [www.arthurberry.com](http://www.arthurberry.com)

**Brent Bungard**  
208-639-6168  
[bbungard@arthurberry.com](mailto:bbungard@arthurberry.com)

File 5004 / Rev20211005



DISCLAIMER: All information contained herein has been provided by the Client Company and while believed to be correct has not been verified. This information, including any recast and/or projections of financial data, reflect considerable assumptions and subjective judgments which may or may not prove to be correct. There can be no guarantees that the Company's past performance is achievable in the future. Arthur Berry & Company makes no representations or warranties as to accuracy, truthfulness or completeness of the information presented herein and shall not be liable for any loss or injury in any way connected to this document. At all times Arthur Berry & Company and its agents are agents for the Seller and not for the Buyer, unless otherwise provided in writing. Recipient must do their own due diligence. Price and terms are subject to change.