

FOR SALE: Ski Town Liquor Store

Keeping the competition out: Only 2 liquor licenses allowed in town!

Financial Overview

List Price: **\$845,000**

Gross Sales

2025 Ann	2024
\$1,030,383	\$1,022,243

Cash Flow

2025 Ann	2024
\$293,319	\$213,404

- **2024 Profit Margin:** 21%
- **Liquor Store Revenue:** \$973,000
- **Bike Rental:** \$49,000

Business Information

Services: Alcohol sales year-round

Location: Keystone, CO (8 miles from Keystone)

Low Competition: That state of Colorado limits liquor licenses; this is a closed market ~ keeping competition very low – only 2 allowed in this town

Clients: Vacationers, tourists, and locals

Year Established: 30+ Years

Lease: Cozy storefront with approximately 1,100 sq ft of retail space and storage for excursion equipment

Reason for Selling: Retirement / Age

Personnel: 3 retail associates

Seller Training Period: 6 months to 1 year

Growth Opportunities: Expand the current rental offerings to include more e-bikes and implement a marketing strategy

Owners Role: Only 20-25 hours /wk in the operations including customer service, order entry and financial oversight

Included Inventory: \$440,000

- ~\$150,000 (Alcohol)
- ~\$40,000 (Bikes)
- ~\$250,000 (Liquor License)

Miscellaneous: Bike rentals in the summer season – only ~\$50,000 in revenue

Funding Example

Purchase Price: **\$845,000**

10% Buyer Down Payment	\$84,500
15% Seller Financing	\$126,750
75% Bank Loan	\$633,750

Description

Serving both visitors and the local community with a combination of alcohol sales and bike rentals, this long-standing business has become a staple in the Keystone & Dillon Colorado area. Its convenient location and trusted reputation make it a turnkey opportunity for a new owner. The customer base consists of vacationers, tourists, and local residents, creating a consistent flow of business year-round. The business operates out of a cozy storefront with approximately 1,100 sq. ft. of retail space and dedicated storage for bike equipment. Its central location positions it well to attract steady tourist traffic along with loyal local patrons with easy accessibility off the main road. There are two retail associates that support operations with sales. The owner spends roughly 20-25 hours per week on customer service, order entry and financial oversight. After decades of successful operation, the owner is seeking retirement and has committed to a smooth transition and will provide up to six months of training to ensure continued success. Additionally, the seller has offered to carry 15% of the purchase price as a show of good faith in the continued success of the business post close. Included in the sale is inventory valued over \$440,000. The new owner can capitalize on growth potential by expanding the rental inventory, particularly with e-bikes, and by implementing a focused marketing strategy to increase visibility and customer engagement.