

FOR SALE: Liquor and Beer Retailer: Only 2 Licenses Allowed in Town

Destination location with main street traffic!

Financial Overview

| | |
|--------------------|------------------|
| List Price: | \$825,000 |
| Gross Sales | |
| 2025 | |
| \$931,345 | |
| Cash Flow | |
| 2025 | |
| \$208,346 | |

Funding Example

| | |
|------------------------|------------------|
| Purchase Price: | \$825,000 |
| 10% Buyer Down Payment | \$82,500 |
| 15% Seller Financing | \$123,750 |
| 75% Bank Loan | \$618,750 |

Description

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. 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. There are two retail associates that support operations with sales. The owner spends roughly 15-20 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.

Purchase Price includes Inventory!

Included Inventory: \$440,000

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

Business Information

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

Services: Alcohol sales year-round

Clients: Vacationers, tourists, and locals

Year Established: 30+ Years

Location: Keystone, CO (8 miles from Keystone)

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

Owners Role: Only 15-20 hours /wk in the operations including customer service, order entry and financial oversight

Seller Training Period: 1 year

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

Miscellaneous: Bike rentals in the summer season – only ~\$40,000 in revenue