

# FOR SALE: Liquor Store & Bike Rental in Ski Town

*Turnkey Keystone Rental & Retail Business with 35+ Years of Success!*

## Financial Overview

**List Price:** \$895,000

### 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, and bike rentals in the summer season

**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

**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:** 2 retail associates

**Seller Training Period:** 6 months

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

**Owners Role:** Active in the operations including customer service, order entry, financial oversight, and asset management

**Included Inventory:** \$440,000

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

## Funding Example

**Purchase Price:** \$895,000

<b>10% Buyer Down Payment</b>	\$89,500
<b>15% Seller Financing</b>	\$134,250
<b>75% Bank Loan</b>	\$671,250

## Description

Founded over 30 years ago, this long-standing business has become a staple in the Keystone & Dillon Colorado area. Serving both visitors and the local community with a combination of alcohol sales and bike rentals. Its convenient location and trusted reputation make it a turnkey opportunity for a new owner. 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. The customer base consists of vacationers, tourists, and local residents, creating a consistent flow of business year-round. The owner is actively involved in day-to-day operations, including customer service, order entry, financial oversight, and asset management. There are two retail associates that support operations with sales. 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. Future owners 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.