

SPECIALTY RETAIL FITNESS PRODUCTS

Treasure Valley, Idaho

THE BUSINESS

This company is approximately four years old. In its relatively short tenure, it has gained a significant amount of respect in its market niche. Indeed, its excellent reputation is well deserved by virtue of its incredible level of customer service, high quality products, and a core product line with the major manufacturers in the industry. The company has grown in sales in its first three years of business. The current year, 2010, is on pace to exceed 2009 sales. The company has a developed website and a very active Facebook presence. The company is currently fully staffed with three part time employees and the owner working full time. Active involvement in the community and industry events has been a hallmark of the management philosophy of the current owners. Through volunteering, sponsoring and participation in industry events the company's popularity and reputation continues to grow. A new owner would be encouraged to continue to participate, however sustaining the quality product line and the strength of the company's current location are significant attributes to the business.

THE LOCATION FACILITY

The store operates from a leased location off a major arterial in central Treasure Valley. The store is approximately 1,280 sq. ft. The existing lease will expire toward the end of 2010 requiring a new owner to negotiate a lease extension. The potential for a lease renewal with favorable terms is a high probability. The store size is adequate for its current business, however a new business owner may have interest in expanding the size of the store to increase product line.

THE REASON FOR SELLING

The owner is interested in selling the business for personal reasons.

THE IDEAL BUYER

The ideal buyer for this business is a person with entrepreneurial spirit and energy to grow a business with an existing solid foundation. The buyer should have a passion for the store's industry and enjoy participating in the industry's local community. This is a fun business with room to grow and a track record of profitability. Additional information is available upon evidence of financial qualifications and the return of a confidentiality agreement.

ASKING PRICE

\$109,000

TERMS:

Cash to Seller

ASSETS

Inventory	\$68,000
Furniture, Fixtures & Equipment	20,000
Intangible Value	<u>21,000</u>
Total Assets	\$109,000

INCOME STATEMENT SUMMARY

Contact Agent for Confidential
Financial Information

20100621

ARTHUR BERRY & COMPANY



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For more information visit www.arthurberry.com or contact:

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TO RECEIVE FURTHER INFORMATION, sign and return the Confidentiality Agreement/Agency Representation found on our web site. The listing agent, **RANDY LIMANI**, will then contact you. If you prefer, this agreement can also be requested by contacting Randy at **208-639-6172**. The information above has been provided by the seller. Arthur Berry & Company makes no representation as to its reliability. Price and terms subject to change at seller's discretion. FILE 4170