



PLANT AND DECOR STORE FOR SALE: A COMMUNITY ICON READY FOR EXPANSION AT A GREAT PRICE

\$75K

Includes approximately \$26K in inventory.

Discover a unique opportunity to own Green Lady Gardens (GLG), a beloved and established community asset in Denver's Art District on Santa Fe (ADSF). The store celebrates the joy of color and the neighborhood's Chicano history with a distinctive Mexican aesthetic that creates a unique and memorable shopping experience. GLG currently specializes in houseplants, Mexican pottery and decor, and local art. But GLG is a personality brand before it is a retail store, and it is well-positioned for innovation, including expansion into new markets and completely different industries.

GLG is over six years old and has historically had strong financial performance. In December 2023, the store valued at \$190K. Shortly after, landlord issues forced it to move across the street to 744 Santa Fe Dr. The move led to increased debt due to a significant loss in sales during the store's three-week closure, unforeseen relocation challenges, and moving costs. In addition, the houseplant industry has slowed, making it necessary for GLG to pursue new initiatives. However, personal challenges and medical issues have hindered the owner's ability to properly operate the store, make needed changes to GLG's business model, and recoup debt in a timely manner. As a result, the store is priced for a quick sale, significantly below the combined value of its inventory, assets, brand value, and financial potential.

GLG has strong branding, a positive reputation, and is a known presence in the ADSF. It has a loyal customer base, over 11,730 Instagram followers, and a 4.8-star rating on Google. The store has been featured in numerous publications, won two Westword editor's choice "Best Of" awards, and was featured in a nationally aired State Farm commercial.

GLG's name, age, reputation, and brand personality provide a solid foundation for growth, whether it's incorporating a secondary business, expanding into new retail markets, or shifting away from retail and into an entirely new industry, such as food and beverage. Whatever your business idea, the GLG brand holds untapped potential and great financial promise. If you have a vision, this is your chance to purchase a popular store at an unbeatable price.

Email hello@greenladygardens to explore how you can own this vibrant piece of the community.

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CURRENT FINANCIAL SITUATION

GLG opened at 733 Santa Fe Dr in September 2018 and historically had strong financial performance. In December 2023, the store was valued at \$190K. Shortly after, landlord issues forced it to move across the street. Following the store's spring 2024 reopening, a series of events impacted the store's stability and have caused it to be closed for six weeks this year.

The store was not financially prepared for a hastily forced move. This led to a rapid accumulation of debt due to three weeks of lost revenue, moving and building modification costs, and other relocation challenges. Since the move, events in the owner's life have hindered her ability to operate the store and do the things necessary to improve cash flow and reduce debt. For instance, Instagram, an essential marketing tool, is scarcely used. Workshops, which are high revenue generators, are not happening. The few that have been scheduled are not well attended due to poor planning. Additionally, approx. 175 sf in the back of the store is underused, resulting in a higher than sustainable rent-to-sales ratio. An early 2025 surgery with a lengthy recovery time will further impede the owner's ability to operate the store.

The store is priced for a quick sale, reflecting both the owner's financial, personal, and medical circumstances and her desire to make owning GLG accessible to someone excited about its legacy and potential. The owner is committed to a smooth transition.

Sale Price

Includes inventory, tangible and intangible assets, lease, and transfer support.

Financing

Seller financing may be available. A deposit would be required. Terms are negotiable.

Business Debt and Cash on Hand

Debt and cash on hand will not be transferred to the buyer.

Sale and Contract Fees

RE/MAX will prepare the sale documents for 5% of the selling price. Seller and buyer will evenly split this fee and any other fees (lawyer, filing, etc.) associated with the business sale.

Transfer of Certain Intangible Assets

GLG's trademarked logo, registered name, proprietary assets, website address, and Instagram account, among other things, will be "leased" to the buyer until the business is paid for in full.

Financial Statements

These documents are available in a meeting with the owner.

BRAND VALUE

GLG's reputation, branding, name recognition, and community impact significantly enhance its value. But GLG's greatest value lies in its distinct and confident brand identity and carefully crafted in-store experience.

Brand Identity and In-store Experience

GLG doesn't just sell products and services, it sells an *experience* (see 'Brand Identity and Personality' and 'Brand Value'.) That experience is GLG's greatest asset and is what gives the GLG brand immense value and potential. Whereas product demand comes and goes, a customer's long-term emotional connection to a brand does not, as long as that brand stays consistent, upholds customer expectations, and doesn't change in a way that diminishes the experience or tarnishes the brand's reputation and values. It is the "GLG Experience" that gives the GLG business the ability to adapt to changing markets and pivot into new markets or industries. (See 'Revenue Generators and Growth Potential'.)

Customer Retention

GLG doesn't have a way of documenting customer retention rates, but it is no doubt high. There is a constant flow of familiar faces. Due to the duration of GLG's presence in the ASDF, staff have seen people date, get married, and have children, and staff have then watched those children grow. Customer retention is a result of GLG's dedication to providing excellent customer service and quality products, as well as the emotional connection customers have with the store, which translates into customer loyalty.

Reputation

- **Exceptional service.** GLG is known for providing excellent customer service, reliable plant care advice, quality products, and an overall positive shopping experience. GLG staff assists customers pre-purchase with a proprietary plant-matching system and by providing one-on-one attention and guidance; mid-purchase by providing extensive, scientific based, on-site education; and post-purchase with detailed care cards and online care slideshows, as well as an invite to reach out for future assistance.
- **Trustworthiness.** GLG is considered a trustworthy company due to the quality and accuracy of advice. Staff are also honest and do not unnecessarily upsell customers. GLG would rather sell a lower priced plant that a customer will be successful with, instead of an expensive plant that they will struggle with. Because that customer had success, they will return to GLG and will likely end up spending more than they would have had they made that one-time expensive purchase.
- **Online reviews.** A 4.8-star rating on Google based on 150 reviews.
- **Awards.** Winner of Westword Best Of 'Plant Store' in 2019 and 2021.

Media

- **Media features.** GLG has been featured or mentioned various videos and numerous local publications. GLG was the star of a nationally aired State Farm commercial in the fall of 2023.
- **Social media presence.** Over 11,730 Instagram followers (@green_lady_gardens).

Brand Recognition

- **Logo.** People constantly comment on how great the GLG logo is. The logo shows of the store's core product and the face gives customers a sense of calm and trust. On several occasions, customers have shared photos or stories of them seeing a GLG sticker on someone's car, water bottle, etc.
- **Name.** The GLG name is widely recognized throughout the city. Within the ADSF, it is used as a meeting point or point of reference when giving directions because it is a cornerstone business.
- **Tourist destination.** Tourists from across the U.S. and other countries make a point of visiting the store when they visit Denver.

Community

- **Supporting Colorado's Latino/a business owners and artists.** GLG previously ran a monthly feature called "Colorado Latinos/as to Know and Support," which distinguished the store from its competitors, attracted new customers, boosted existing customer loyalty, and solidified its reputation as a supporter of the Latino/a community. Both repeat and new customers reported shopping at GLG specifically because of this initiative, and featured artists reported an increase in sales and social media followers due to their exposure. Unfortunately, the initiative faded due to understaffing and the store's relocation. The relationships GLG built with the Latino/a community are invaluable assets for a future buyer. Reviving it would be highly beneficial to maintain and form new relationships.
- **Donations.** GLG donates financially and in-kind to nonprofit organizations that align with the owner's values, with a particular emphasis on Latino/a organizations.
- **Cornerstone business.** GLG is a cornerstone of the ADSF, important to the community's identity. It has strong and positive relationships with surrounding businesses and individuals living in the neighborhood. The store plays an important role in the neighborhood's reputation and economic health, making it an essential community asset.

BRAND IDENTITY AND PERSONALITY

GLG has a distinct identity that gives the brand current significant value immense future potential. The store was carefully designed to be both visually appealing and emotionally resonant in order to create a unique, memorable, and uplifting experience that customers can't obtain elsewhere. This experience not only drives immediate sales but causes customers to form a lasting emotional connection with the GLG brand. As a result, customers develop a deeper sense of brand trust and loyalty. This leads to repeat visits and word-of-mouth recommendations, and elevates the brand's reputation, market position, and value.

GLG's brand personality and identity are closely intertwined, so they are presented here together. On the GLG homepage, you can read about GLG's unique approach to houseplant education and the store's proprietary plant-matching system (Expertise), commitment to socially responsible and culturally conscious business practices (Ethics), and the brand story (Experience). Additional insights into brand identity and personality can be found in the 'Brand Value' section.

- **Aesthetic.** The store celebrates the joy of color and the neighborhood's Chicano history with a distinctive Mexican aesthetic that creates a unique and memorable shopping experience. The aesthetic is also a visual representation of the founder's (and therefore the brand's) personality and values. The colorful, vibrant, and celebratory nature of the store elicits awe, joy, statements such as, "It's so beautiful!", and even gasps from first time visitors. Photos of the store elicit a sense of curiosity and excitement for people searching for plant stores online, leading them to become first-time customers.
- **Tagline.** GLG provides a one-of-a-kind plant shopping experience through houseplant education and color so that every customer leaves filled with joy, empowered to own plants, and inspired to live creatively.
- **Auditory identity.** The store plays salsa, bachata, and similar music, which enhances the stores immersive experience that furthers its joyful nature. The music also embraces the neighborhood's cultural heritage. It is not uncommon for people to dance.
- **Cleanliness and organization.** GLG maintains high standards of cleanliness and organization to create a classier, more "elite", and memorable shopping experience. Customers have minimal expectations that a plant shop will be clean and organized. But GLG believes that because customers are paying more for products than they would at a big box store, they deserve more. Clean floors and glass, tidy product presentation, clear signage, and well-organized displays shows customers respect and gratitude, makes customers feel welcomed, safe, and calm, and demonstrates that GLG cares about customer comfort.
- **Employee presentation.** Staff are required to wear attire that aligns with the store's aesthetics and enforces brand identity and value. Clothing should be colorful, botanical, or artistic and semi-professional. That includes well-fitting dresses, slacks, and button-down shirts. Staff are not allowed to wear jeans, leggings, t-shirts, sweatshirts, or hoodies. Professionally dressed employees exude confidence, making their advice more credible and trustworthy, which in turn boosts customer confidence in the staff's advice. It also contributes to a customer's feeling of having an elite experience.

- **Emotional connection.** The GLG aesthetic reflects the owner's personality, offering customers a direct link to her values and creating an immediate bond with the brand. GLG feels like an uplifting friend, inviting customers to embrace their curiosity and playfulness. This emotional connection and the sense of excitement customers get when shopping at GLG distinguish it from competitors and other retail stores in general. Customers often bring friends and family to share the experience, making GLG a destination, as opposed to a place where money is spent.
- **Community.** The emotional connection customers have with GLG also creates a sense of community and belonging. Customers return to GLG because they feel they are a part of something bigger than a transaction. They are part of a shared experience.
- **Education.** The store has a proprietary system that helps customers find plants that match their skill level and living environment, the staff is highly knowledgeable, and most purchases come with take-home care information.
- **Tone and voice.** The overall tone is relaxed, playful, authentic, and personable. Many customers are self-conscious about their plant failures or lack of knowledge regarding plant care, so when directly related to plants, the tone is also non-judgmental and reassuring.

GLG brand identity could be fine-tuned by creating tighter branding and key messaging guidelines, among other things.

REVENUE GENERATORS AND GROWTH POTENTIAL

GLG holds financial promise for someone with fresh energy and new ideas. Currently, opportunities for revenue and growth aren't being pursued, and the store's square footage isn't being used to its full potential. Notably, approximately 175 square feet in the back of the store is essentially unused. Houseplant industry sales are also down, which means GLG needs to make changes to its business model. This could be expansion into new or adjacent retail markets, such as floral, or entirely new industries, such as food and beverage. (Market and industry expansion are possible because GLG doesn't just sell products and services, it sells an *experience*. See 'Brand Value' section.)

GLG's strong branding and established presence in the ADSF and city of Denver mean it has the flexibility to redefine its identity beyond houseplants and pottery. There are ample opportunities for a reimagination of the store by taking advantage of the underused space in the back and/or reducing pottery and houseplant inventory to free up space for other initiatives.* Below are some of the owner's ideas for a reimagination of GLG's future. Unfortunately, she is unable to pursue any of them due to personal challenges and a lack of capital.

Effectively Use Square Footage

The 175 sf in the back of the store is effectively unused. Ideas for this space include:

- Renting it out for workshops, classes, food tastings, etc.
- Hosting weekend workshops during store hours.
- Incorporating a second business or expanding product offerings. (See two sections below.)
- Using the space as an event venue or community meeting center during non-retail hours.

Market and Industry Expansion

A secondary business could operate in the unused back space or be integrated into the main area by reducing current product offerings. There is tremendous potential beyond the following:

- **Floral studio/shop.** There is a bridal boutique (La Perla) and event center (Skylight) on the 800 block of Santa Fe Drive. GLG has a relationship with Skylight and could possibly become a preferred floral vendor.
- **Food and beverage.** There is a high demand for a quick bites and snacks in the neighborhood, especially during the First Friday Art Walk. Ideas include a pastelería/bakery (made off-site), a paleta/ice cream (often requested by customers), a small beer and wine bistro, boba and smoothie bar, or bodega-like offerings (heavily discussed as an "ADSF need" among the ADSF business and resident community.) Mexican-inspired options would align with GLG's branding and appeal to the local demographic. GLG could operate the business or work with an outside vendor.
- **Zero-waste refill station for household and personal hygiene products.** With increasing residential development in the area, a refill station for household and personal hygiene products could attract the growing population of renters and condo owners. This would align with the "natural"

Expand Product Categories

- Current offerings of Mexican pottery, decor, and textiles.
- Cookware. (Particularly Fiesta Dinnerware.)
- Home decor.
- Seasonal items.
- Specialty plants such as orchids and bonsai.

Marketing

- **Instagram.** GLG's activity on Instagram (over 11.7K followers) has been minimal, which has most certainly contributed to decreased revenue. An active social media presence is linked to revenue.
- **Marketing workshops.** Workshops are low-cost, high-revenue endeavors. The owner has not developed new workshops or planned and promoted existing ones properly. As a result, attendance is low for classes that have historically sold out.
- **Paid advertising.** GLG hasn't paid for advertising in years and has never pursued marketing research or created a marketing strategy.

Website Content

- **Revive community interviews.** Historically, GLG engaged with the Latino/a community through a monthly interview series called "Colorado Latinos/as to Know and Support." This feature distinguished GLG from competitors and fostered relationships with the Latino/a community. Reviving this feature, alongside another about Colorado plant owners, could boost customer loyalty and social media engagement.
- **Blog entries.** Creating content on store products, events, local artists, and community would increase website traffic, improve search rankings, and provide valuable social media content.
- **Plant care slideshows.** Regularly posting slideshows could increase website traffic and social media engagement.

Online Presence

- **SEO.** GLG did its own search engine optimization in year one and two but has not kept up with it or ever hired a professional. This would be highly beneficial
- **Search rankings.** GLG used to appear toward the top of online searches for "plant stores," "houseplants," and the like. This rating slipped in the last year for at least two reasons. The first is that plant blogs and community interviews are no longer published on a regular basis, leading to decreased website traffic. The second is that following the store's move, the store address was not updated with the website host. This caused a glitch with Google search engines and decreased GLG's ranking on local searches.

Events/Workshops

- Host new workshops and more regularly.
- Organize seasonal events or themed nights, such as holiday markets or craft nights.
- Partner with local artists, chefs, or makers for special events or product launches to attract their customer base.
- Invite local vendors to do pop-ups in the store.

Incorporate services

- Offer commercial and residential interior decorating.
- Provide in-home and/or office plant installation and care.
- Implement a plant rental service for events and markets.
- Explore artificial plant wall installation. (The owner has been in contact with a relevant business.)

Miscellaneous

- Obtain a liquor license to sell alcohol during First Friday and private events. (First Friday alcohol sales are a large revenue generator for neighborhood nonprofits.)
- Implement a customer loyalty program.
- Offer subscription boxes for houseplants, decor items, or DIY kits that deliver products regularly to customers.
- Introduce gift registries for special occasions, allowing customers to create wish lists for friends and family.
- Add online sales
- Participate in pop-ups and farmer's markets.
- Increase products sold on consignment to reduce inventory overhead.
- Rent out portions of the store to vendors.
- Establish relationships with local businesses for corporate gifting or bulk orders.

** Any pivot would have to fit within GLG's brand identity, maintain the store experience, and appeals to the existing customer base. The pivot would also need to be tangentially related to GLG's current product offerings, even if it's through associated keywords, and brand identity. For example, "plants" elicits thoughts of nature and health. The vibrant and festive store aesthetic might support a micro-bistro or event rental space.*

REVENUE TRENDS

Revenue information is available in a one-on-one meeting.

Revenue By Year

	Revenue
2022	Available in a meeting
2023	Available in a meeting
2024	Available in a meeting

2024 Revenue by Month

Though the houseplant industry has slowed, several GLG-related events in 2024 severely impacted sales. This includes the store being closed for a total of 6 weeks, relocation challenges including not being allowed to post signs informing customers that the store moved, and accounting errors that resulted in selling products at cost or for little profit for at least two months, thereby decreasing revenue.

Month	Revenue	Difference from 2023	Reason
Jan	Available in a meeting		Low inventory. No restock since Christmas. People were waiting for our move, in part for new inventory. Some thought we were already closed.
Feb			
Mar			Closed for 3 weeks.
Apr			Move and obstruction that led people to believe we had permanently closed.
May			
Jun			
Jul			
Aug			
Sept			
Oct			Closed 2 weeks.
Nov			Closed 1 week.
Dec			

TOP SELLING PRODUCT CATEGORIES AND RECOMMENDATIONS

The below percentages are accurate up until December 11, 2024. Revenue trends for all of 2024 are being calculated and will be available in a one-on-one meeting.

The top selling product categories are plants, pottery, and Talavera (Mexican pottery and decor ceramics.) “Plants” includes houseplants, air plants, and kokedama, a form of bonsai art. Kokedama are made in-house and kokedama workshops are popular.

Revenue and Percent of Total Revenue for Top Three Product Categories*

	2021	2022	2023	2024 (1/1 – 12/11)
Annual Revenue	Details available in a meeting.			
Plants	Details available in a meeting.			
	51.91%	53.69%	50.90%	54.22%
Pottery	Details available in a meeting.			
	34.55%	30.85%	27.86%	24.12%
Talavera	Details available in a meeting.			
	6.48%	8.00%	8.82%	13.66%

* Revenue numbers are higher than revenue reported in the ‘Revenue Trends’ section because discounts and comps have been added back in. This is necessary to accurately show sale percentages.

- **Plants.** Plants are consistently over 50% of GLG’s annual revenue. Due to market saturation, sales have decreased since a spike during the pandemic. Kokedama is a strong seller with a high profit margin. It is not consistently kept in stock, resulting in lower than potential sales.
- **Pottery.** This category category includes ceramic, plastic, terra cotta, and handmade pottery, both indoor and outdoor. It excludes Talavera. The decrease in pottery sales from 2023 to 2024 was expected because the store lost its outdoor patio when it moved locations. Difficulty obtaining terra cotta dating back to spring of 2023 means inventory levels have been low, resulting in lower than potential sales for a high demand product.
- **Talavera.** Talavera sales have increased over the past four years due to its rise in popularity and GLG’s reputation for carrying a wide selection of it in a city where it is hard to find. An increase in tourism to Mexico City may play a role in this upward trend.

Percent of Revenue After Plant Revenue is Removed

Despite a decline in plant sales, there remains strong demand for unique pottery as people's taste changes and they seek new decor, especially as their plants grow and require larger pots.

It’s easier to see the financial trends of pottery and Talavera when plant revenue (which is approximately half of total revenue) is excluded. Without plants, pottery and Talavera account for at least three-quarters of store revenue. While pottery sales have decreased, Talavera sales have increased. Once December 2024 sales have been accounted for, total pottery and Talavera sales for 2024 are expected to be the same or greater than 2021.

	2021	2022	2023	2024 (1/1 – 12/11)
Pottery	71.85%	66.61%	56.75%	52.68%
Talavera	13.48%	17.27%	17.97%	29.83%
Total	85.33%	83.89%	74.72%	82.52%

Recommendations

These revenue-increasing recommendations are based on the above numbers.

- **Plants.** While plant sales have dropped, people still own them. Instead of focusing on the initial sale, GLG could explore opportunities related to what happens to plants post-purchase, such as home and office houseplant care and maintenance. Additionally, there may be opportunity in commercial plant installation and maintenance, artificial plant wall installation, and product expansion into specialty markets such as bonsai. The owner has been in talks with an artificial wall installation company. It seems like a worthy endeavor. Kokedama could also be emphasized and kept in stock. The owner has graphics and assets for a kokedama kit.
- **Pottery.** GLG is recognized for having an extensive selection of unique and interesting pottery. Many boutique plant shops carry a limited range of pottery sourced from local suppliers because stocking pottery from non-local suppliers requires a large upfront capital investment and storage space. GLG’s decision to purchase large amounts of pottery from out-of-state vendors has helped distinguish the store from its competitors. By leveraging this reputation, GLG could expand its pottery collection and make pottery a greater focus than plants.
- **Talavera and Mexican Decor.** GLG’s current product offerings, location, and branding situate it well to expand its Talavera selection and sell more products from Latin America, such as textiles, home decor, kitchenware, food, gift items, furniture, and art. Adding items from local Latino/a businesses and artists would enhance GLG’s brand personality, reputation, and relationship with the local Latino community. Over the last six years, GLG has cultivated relationships with local Latino/a artists and business owners. Many would likely be interested in working with GLG on a more permanent basis. GLG also has a long-standing relationship with a reliable Talavera wholesaler based in Albuquerque, NM.

More recommendations and ideas can be found under ‘Revenue Generators and Growth Potential.’

LOCATION, LEASE, AND BUILDING INFORMATION

Location: Art District on Santa Fe., Denver, CO

The Art District on Santa Fe (ADSF) is a nationally recognized arts and cultural district, the oldest art district in Denver, and a registered Colorado Creative District. It's a vibrant hub of creativity that hosts a mix of galleries, art studios, theaters, and creative and small businesses. The area comes alive with the First Friday Art Walk on the first Friday of every month year-round. During this event, businesses are open late, and the streets are filled with live food trucks, performers, vendors, music, and more. The ADSF is a popular tourist destination. (In fact, many people come with the sole intention of visiting GLG.) There has been lot of recent, current, upcoming, and proposed apartment and condo development in the neighborhood. A few complexes are:

- The Quin, 1010 Santa Fe Dr.
- La Tela Condos, 603 Inca St., 92 units.
- 1275 Santa Fe Dr., 115 units
- 625 Santa Fe Dr., 123 units.
- Proposed construction on 11th and Santa Fe Dr., 110 units.

Building: 744 Santa Fe Dr., Denver, CO 80204

The store has approximately 1,000 square feet on the main floor and 500 square feet in the basement for storage. The lighting is excellent. The store faces west, has an 11-foot-high by 12-foot-wide window, a full window front door, and a window above the door that almost reaches to the 14-foot ceilings. Half of the track lighting is dimmable. There is also an east-facing window in the back of the store, double-basin commercial sink, newly built office area, and bathroom. A back door provides access to the alley and parking lot, which is crucial for pallet deliveries. There is a designated parking spot and space for a second vehicle.

Lease

The lease is gross, which means it includes property taxes, maintenance, and property insurance. It expires on November 30, 2026. The current monthly rate is \$2,273.11 (\$27.28/sf), with an annual increase of 2% on December 1. The next increase is in 2025. Rent includes water, an official parking space, and enough room for a second vehicle.

The existing lease is a sublease that must remain in the seller's name. A contract will be written between the seller and buyer, holding the buyer responsible for rent and care of the building. The buyer doesn't need to reimburse the seller the deposit or \$2,184.84. It will be returned to the seller upon lease expiration in November 2026. But if any amount of the deposit is withheld, the buyer will be responsible for reimbursing the seller that amount. The buyer will be responsible for paying a new deposit to the property management company when the lease is renewed.

The first month's rent will be pro-rated.

MONTHLY EXPENSES

Core Expenses: Essential for building operations.

EXPENSE	COST
Rent (Includes water)	\$ 2,273.11
Xcel (7-month average)	\$ 135.26
Quantum Fiber (Internet and voice, no contract)	\$ 90.00
Square (Monthly fee)	\$ 62.89
Wix and G-Suite (Website and email addresses)	\$ 34.00
State Farm Insurance (Based on coverage level & labor hours)	\$ 113.60
TOTAL	\$ 2,708.86

Variable Square Fees

In addition to Square's monthly fee, there are variable fees based on sale amount and payment type. Credit card processing fees are approximately 2.7% of revenue. Some include:

- In-person: 2.6% + 10 cents per transaction for swiped, dipped, or tapped cards.
- Invoices: 3.3% + 30 cents per transaction for cards.
- Gift cards: 2.65% for swiped, contactless, and prepaid gift card payments.

The Cost of Acceptance (COA) is approximately 2.45% of total revenue. Credit card processing fees can be estimated by multiplying COA by predicted revenue.

Optional Expenses

EXPENSE	COST
Bookkeeper (Payroll processing)	\$ 100.00
Spotify	\$ 21.49
QuickBooks Online	\$ 99.91
Apple (cloud storage)	\$ 9.99
Planoly (social media planning)	\$ 9.00
Canva (online graphic design tool)	\$ 9.95
TOTAL	\$ 250.34

Bookkeeper

The current bookkeeper charges \$100/month for payroll processing and an hourly rate to manage QuickBooks Online and attend to other accounting needs. QB is optional because there are other ways to manage finances. A bookkeeper is not necessary to manage QB or process payroll.

Annual Subscriptions

The seller will allow the buyer to use subscriptions with an annual charge that have already been paid for until those subscriptions are up for renewal. This includes Canva, Planoly, and some aspects of Wix and G-Suite.

SALE INCLUDES

Sale includes, but is not necessarily limited to, the following:

Lease

See page 12.

Inventory

See page 15.

Tangible assets

See page 146

Intangible assets

See page 18.

Transition support: Negotiable terms. The owner has drafted a week-long orientation and training schedule to ensure the buyer is well-versed in all aspects of the business including:

- Education on operations, inventory management, and product purchasing.
- List of suppliers and introductions where necessary.
- Inventory spreadsheet to transfer to another Square account.
- Brand guidance. Information regarding brand aesthetic, mission, and customer engagement strategies to help buyer maintain brand's identity and reputation.
- Technical support regarding POS system, inventory management, and website.
- Introductions to surrounding businesses and other relevant persons and organizations.

Consultation

- Conversation with buyer regarding 'Revenue Generators and Growth Potential' (pg. 2) and buyer's ideas regarding potential product, marketing, and industry expansion. This does not include market research, business planning, or SWOT analysis for potential products, markets, or industries.

Assistance that falls outside of the above may be available for a fee. This could include maintaining the inventory database, creating care slideshows or other content, or providing ongoing advice, support, or assistance with store operations.

INVENTORY

Value

As of January 7, 2025, inventory value is approximately \$25,800. The estimated revenue based on the current profit margin is approximately \$69,730. If inventory value increases between now and the time of the business sale due to goods received, the store's selling price may increase. It will not decrease if inventory value decreases due to the owner's need to recoup debt and the already low selling price of the business.

Inventory value will be updated if there are significant changes.

PRODUCT CATEGORY	INVENTORY VALUE
Pottery	\$ 7,225.00
Mexican Pottery and Decor (Talavera)	\$ 6,375.00
Plants (Houseplants and air plants)	\$ 6,000.00
Bulk items (Used for store made and branded products.)	\$ 2,650.00
Tools & Supplies (Plastic saucers, fertilizer, ceiling hooks, etc.)	\$ 1,830.00
Plant accessories (Macrame, prop vessels, decor stakes.)	\$ 715.00
Zapotec textiles	\$ 625.00
Misc. (Books, totes, decor.)	\$ 385.00
TOTAL	\$ 25,800.00

Locally made pottery is not included in inventory value calculations because they are not part of inventory overhead. These items are sold on consignment, which means artists own their items and are paid after the item sells.

Management

Inventory is currently managed using Square.

Transition

The seller will clean up the inventory database to remove irrelevant or unavailable products, ensure that inventory count and costs are accurate, and help transfer inventory data to the buyer's new Square account, should the buyer choose to continue using Square.

Vendors

The seller has a good reputation with many vendors. The seller will provide a list of vendors and make introductions to select vendors where appropriate.

TANGIBLE ASSETS

The business sale includes nearly all tangible assets in the store. Below is an extensive, though not exhaustive, list. Assets not included in the sale include the owner's private property. This includes but is not limited to various tools, a decorative tapestry hanging in the back of the store, houseplant reference books, some workshop materials, and art pieces made by the owner.

Furniture

Pottery shelves (freestanding)
Plant shelves with LED lights
Buffett hutch display
Metal rolling cart display
Various stools, crates, bowls, etc.
Cubbies under front desk
Potting bench
Center table
Blue accent chair
Blue accent lounge couch
Office shelving unit
Step Stool
Ladder
Outdoor metal A-frame sign
Soil bins
Rolling worktable
Folding stools (Approx. 20)
Folding chairs (Approx. 25)
Folding tables rectangular (3)
Round 4'D folding tables (4)
Numerous shelves in the basement

Office

Toner cartridges
White board
Paper cutter
Clipboards
Numerous paper products
Filling box
Sign holders (plastic and metal)
Numerous misc. office supplies
Business cards

Electronics and Equipment

POS system
iPad
Electronic cash drawer
Receipt printer
Scanner
Landline phone
Color printer w/scan feature
Microwave
Refrigerator
Humidifier
Security cameras
Dyson vacuum
Shop Vac
Hand vac

Fixtures

Shelves and brackets (various displays)
Air plant wall moss art
Front Desk
Office table
Cubbies under office table
Double-basin sink
Swinging doors
Ceiling lights and lanterns
GLG signs on building
Wall mounted shelves

Packaging

Kraft paper bags (various sizes)
Cardboard shipping boxes (various sizes)
Colorful tissue paper
Packing paper

Plant care cards
Other printed promo materials and signs
Various scissors, bins, and other workshop
tools and supplies

Plant Care and Supplies

Grower trays
Grower pots
Plant care tools (i.e., pruners and stakes)
Pest management supplies and tools

Shredded packing paper
GLG branded items product packaging
Various other boxes and bags (paper and
plastic)

Janitorial

Garbage cans
Brooms
Numerous misc. cleaning supplies

INTANGIBLE ASSETS

Sale includes*, but is not limited to, the following intangible assets:

Intellectual

- Registered logo
- Trademarked name
- Proprietary plant-matching system (Copyright)
- Plant care cards (Copyright)
- Plant care slideshows (Copyright)
- Domain name: greenladygardens.com
- IG handle: Green_Lady_Gardens
- Email addresses ending in @greenladygardens.com
- Website content
- Google and Yelp business pages

Design and Administration

- Includes files, images, text, and icons for branding, care cards, signs, packing, marketing, printed and promo materials, registered logo, trademarked name, and much more. File types include PSD, AI, Canva, Word, and others.
- Excel files for administration, including inventory and revenue tracking.

Unidentifiable

- Positive reviews
- Instagram following. Over 11,730.
- Branding
- Brand recognition
- Strong customer relationships
- Loyal customer base
- Lease terms

* Owner of certain assets, such as domain name and trademarked logo, will not be transferred until the business has been paid off in full.

CONTACT INFORMATION

To schedule a meeting and store walkthrough email hello@greenladygardens.com. More detailed financial information is available during an in-person meeting.

Please, serious inquiries only. No unannounced store drop-ins.