



PLANT AND POTTERY STORE FOR SALE: A COMMUNITY ICON WITH UNTAPPED POTENTIAL AT A GREAT PRICE

Listing Price: \$60K

Discover a unique opportunity to own Green Lady Gardens, a vibrant boutique nestled in Denver's Art District on Santa Fe that specializes in houseplants, Mexican pottery and decor, and local art. The store is a cherished and well-known community asset, in part because of its strong branding and positive reputation. Green Lady Gardens celebrates the joy of color with a distinctive Mexican aesthetic that contributes to a memorable shopping experience. Customers leave filled with joy, empowered to own plants, and inspired to live creatively.

Green Lady Gardens has a loyal customer base, a decent social media following (over 11,730 followers) and excellent online reviews. (4.8-star on Google, 150 reviews.) The store has been featured in numerous articles, won two Westword editor's choice "Best Of" awards, and was even featured in a nationally aired State Farm commercial.

Since its opening six years ago, Green Lady Gardens has demonstrated strong financial performance. In December 2023, the store valuation was \$190K. Shortly after, landlord issues forced the business to relocate across the street. Green Lady Gardens reopened at 744 Santa Fe Dr. on May 20, 2024.

Following the move, the store experienced an increase in debt due to a significant loss in sales during its 3-week closure, unforeseen relocation challenges, and moving and building modification costs. Disruptions to and challenges in the owner's life have hindered her ability to engage meaningfully with the store, including marketing or using the store's square footage effectively, making debt recovery difficult. The store's listing price is low for a quick sale. It is significantly less than the combined value of the store's inventory, assets, building modifications, brand value, and financial potential.

Green Lady Gardens' name, popularity, and established presence in the Art District provide a solid foundation for growth. The store holds unlimited opportunity and great financial promise for someone with fresh energy, new ideas, and the ability to harness its untapped potential. 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.

Attachments: Location, Lease, and Building Information; Monthly Expenses; Tangible Assets; Intangible Assets; Inventory Value. Photos coming soon. More information available upon request.

LOCATION, LEASE, AND BUILDING INFORMATION

Location: Art District on Santa Fe., Denver

The Art District on Santa Fe (ADSF) is a nationally known arts and cultural district, the oldest art district in Denver, and a registered Colorado Creative District. It is home to hundreds of artists, galleries, studios, theaters, and creative and small businesses along Santa Fe Dr. ADSF a vibrant hub of creativity, showcasing a dynamic mix of galleries, studios, and street art. Each first Friday of the month, the area comes alive with the First Friday Art Walk when businesses are open late. The streets are often lined with live performances, food trucks, vendors, music, and much more. Moreover, ADSF is a popular tourist destination. (In fact, Green Lady Gardens is a popular tourist destination!)

There is lot of recent, current, upcoming, and proposed apartment and condo development in the neighborhood. A few known ones include:

- 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.

Lease

Lease is not NNN. The current monthly rate is \$2,228.54 (\$26.74/sf) with an annual 2% increase on December 1. Expires November 30, 2026. Rent includes water and an official and a second unofficial parking spot. GLG has a great a great relationship with the leasing company and owners of the property, who also own the adjoining couple of properties.

The current lease is a sublease, which cannot be sublet again, so it would have to stay in the name "Jessica Schutz Green Lady Gardens." A real estate attorney will draft a private agreement between Jessica Schutz and the buyer of GLG that holds the buyer responsible for rent and care of the building, and that releases Jessica Schutz of all liability or responsibility.

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

The store has approximately 1,000 sf on the main floor and 500 sf in the basement for storage. The storefront has excellent lighting. It faces west with an approximately 11-foot-high by 12-foot-wide window, a full window door, and a window above the door. There is also an east-facing window in the back of the door. The ceilings are 14 feet high, and half of the store is equipped with dimmable track light. There is a double-basin commercial sink for plant care, a newly built office area, and a bathroom. There is a back door with alley and parking lot access. (This is very important for pallet deliveries.) Store comes with a designated parking spot and ample space for a second vehicle.

MONTHLY EXPENSES

CORE

Rent	\$	2,228.54	Includes water
Xcel (approx)	\$	250.00	
QuantumFiber (Internet and voice.)	\$	90.00	
Square	\$	62.89	
Square (Variable)	\$		Based on revenue and payment type. (See below.)
Wix and G-Suite (Website and email addresses)	\$	34.00	
State Farm (Insurance)	\$	113.60	Approx. Variable by working hours.
	\$	2,779.03	

OPTIONAL

Spotify	\$	21.49
Tmobile	\$	46.33
Quickbooks	\$	99.91
Apple (Storage)	\$	9.99
Planoly (social media)	\$	9.00
Canva	\$	9.95
	\$	196.67

Square variable fees:

In-person: 2.6% plus 10 cents per transaction for swiped, dipped, or tapped cards

Debit cards: 0.75% plus 7 cents per tap or insert

Online: 2.9% plus 30 cents per transaction for purchases made through the Square Online Store or eCommerce API

Invoices: 3.3% plus 30 cents per transaction for cards.

Manually entered: 3.5% plus 15 cents per transaction for manually entered card details or cards on file.

Gift cards: 2.65% for swiped, contactless, and prepaid gift card payments

TANGIBLE ASSETS

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 work table
Folding stools (20-25?)
Folding chairs (17 at home)
Folding tables rectangular (Qty?)
Round folding tables, 4' (4)
Numerous shelves (plastic/metal/wood) in 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
Plant care cards
Other printed promo materials and signs
Numerous scissors, bins, and other workshop tools and supplies.

PLANT SUPPLIES & CARE

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

ELECTRONICS & EQUIPMENT

POS system
iPad
Electronic cash drawer
Receipt printer
Scanner
Landline phone
Color printer w/scan feature
Microwave
Refrigerator
Humidifier
Security cameras
Dyson vaccuum
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
Shredded packing paper
GLG branded items product packaging
Various other boxes and bags (paper and plastic)

JANITORIAL

Garbage cans
Brooms
Numerous misc. cleaning supplies

*Doesn't include various other displays, shelves, furniture, and misc.

INTANGIBLE ASSETS

UNIDENTIFIABLE

Positive reviews
Instagram following, 11.7K
Branding
Brand recognition
Strong customer relationships
Loyal customer base
Lease agreement - Expires Nov 30, 2026

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 address (end in) @greenladygardens.com
All website content

DESIGN & 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:

- PSD/AI/etc. files
- Canva files
- Word

Excel files for administration, including inventory and revenue tracking.

(Canva, Google Docs, PSD, AI)

INVENTORY VALUE

Value is approx. as of October 1, 2024. Needs reconciliation.

CATEGORY	VALUE
Houseplants	\$ 10,000.00
Airplants	\$ 325.00
Pottery	\$ 8,000.00
Talavera	\$ 8,100.00
Bulk items (Used for store made and branded products.)	\$ 2,000.00
Tools & Supplies (Plastic saucers, fertilizer, etc.)	\$ 1,500.00
Plant accessories (Macrame, prop vessels, decor stakes.)	\$ 300.00
Zapotec textiles	\$ 600.00
Misc. (Books, notebooks, decor.)	\$ 1,100.00
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	\$ 31,925.00