

# Red Rock Fireplace & BBQ

2855 W. State Rte. 89A, Sedona | Arizona



Offering Memorandum

Business asking price:  
\$249,000 plus inventory

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# Confidentiality and Disclaimer

This Offering Memorandum contains select information pertaining to the business, affairs and assets of the company known as Red Rock Fireplace & BBQ located at 2855 W. State Rte. 89A, Sedona, Arizona (hereinafter the "Company").

This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Company. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Kelly and Call Commercial. The material is based in part upon information supplied by the Seller and in part upon financial information obtained by Kelly and Call Commercial from sources it deems reliable.

Neither Owner, nor their officers, employees, or agents makes any representation or warranty, express or implied, as to the completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections, form their own conclusions, and conduct their own due diligence.

By acknowledging your receipt of this Offering Memorandum, you agree you will hold the contents confidential and will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner detrimental to the interest of the Seller.

Owner and Kelly and Call Commercial expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Company and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Company unless and until a written agreement for the purchase and sale of the Company has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of this Company or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Company including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Company, or information provided herein or in connection with the sale of the Company shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Kelly and Call Commercial or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Company.

This Offering Memorandum is deemed to represent the state of affairs of the Company currently, but does not represent or constitute an indication that there has been no change in the state of affairs of the Company since this Offering Memorandum was prepared.



## Red Rock Fireplace & BBQ, Sedona | AZ

Red Rock Fireplace & BBQ has been in business for over 24 years in the same great location on State Route 89A in the heart of Sedona. Red Rock Fireplace & BBQ creates lifestyles with a broad range of top quality fireplaces, inserts and stoves to meet any homeowner's needs. They have gas fireplaces and gas stoves, wood fireplaces and wood stoves along with pellet and electric fireplaces. Red Rock has charcoal grills, propane, and natural gas grills. They also sell gas logs, fire pits, glass doors, and a number of top quality indoor appliances. They also carry all types of accessories for barbecues, fireplaces, and everything in between; like cookbooks, spices, hot sauces, modern art and metal craft, BBQ tools, charcoal, fireplace tools and screens.

Red Rock Fireplace & BBQ not only sells custom fireplaces, outdoor kitchens, and barbecues they also service what they sell. They have a professional service team for all their top quality products that they sell. Red Rock offers on-site quotes and free barbecue delivery.

Red Rock Fireplace & BBQ is in an excellent leased location occupying 1,828 square feet in Sedona owed by a long-term landlord. Red Rock is paying just \$3,251/month which includes CAMS and TPT. The lease expires January 2024; however, the landlord is willing to sign a long-term lease with a qualified buyer.

- **Support & Training:** Owner is willing to provide a transition period to the new owner.
- **Reason for Selling:** Retirement
- **FF&E:** \$10,000
- **Inventory:** Not included in price, estimated to be \$120,000
- **Website:** <http://www.redrockfireplace.com/>

## *Business Summary*



## Why Buy Red Rock Fireplace & BBQ

This is a turnkey opportunity and the owner would be most happy to share his knowledge and expertise with the new owners.

What differentiates Red Rock Fireplace & BBQ from the competition in the area is they have a wonderful showroom which displays many of their premium high quality products. A wide range of hearth products, high end BBQs, and all their accessories can be seen at the store where clients can 'kick the tires' so to speak.

## *Purchase Points*

This purchase opportunity would be ideal for anyone having a general contractor or gas license in order to expand their own base of business and make some serious profits.

Red Rock Fireplace & BBQ has a strong service orientation with a primary goal of making the customer happy. There are numerous repeat customers who spread the good word and it's a destination business, all making it a steadily growing concern.

Red Rock Fireplace & BBQ has an established customer base among the local contractors, architects, designers, and realtors. Turn key operation!



## Showroom & Exterior



## Located in Sedona, Arizona

Ranked the Most Beautiful Place in America by USA Today, Sedona, Arizona is a unique location in the heart of Arizona's celebrated Red Rock Country. Sedona embodies iconic visions of the Old West with its awe-inspiring sandstone geological formations which surround the town on all sides. Sedona draws 3 million visitors a year from all over the world to enjoy the abundance of recreational, art, cultural and new-age spiritual experiences. This striking setting includes many fine dining establishments presided over by renowned chefs and lodging facilities including rustic cabins along Oak Creek, peaceful bed and breakfast accommodations, time share condos and world class resorts and spas.

Visitors can experience site seeing with Sedona's famous Pink Jeep tours into the red rock

backcountry, an abundance of souvenir shopping along the main street, and fine art galleries all over town. Hikers have access to scenic trails from just about every point in the city. Not to be missed is a day at Tlaquepaque, a shopping and arts center designed to make you feel as if you are in a village in Old Mexico.

Sedona was originally settled because of access to the year round water source provided by Oak Creek Canyon. What became a farming community serviced the nearby towns of Flagstaff to the north and miners in Jerome to the southwest. Heritage apple orchards are still maintained and in the autumn Sedona apples from local growers or pick-your-own at Slide Rock State Park are an anticipated annual tradition.

## *Market Overview*



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## Contact Us:

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