

Listing #9936

# CONFIDENTIAL BUSINESS ANALYSIS TOOL



**Listing:**

Johnny Macs Wood Fire Grill

8178 US-90

Sneads, FL 32460

**Asking Price:**

\$599,000

**Contact:**

Holmes Team

holmesteam@wesellrestaurants.com

(850) 661-1133 [www.wesellrestaurants.com](http://www.wesellrestaurants.com)

2910 Kerry Forest Parkway Ste D4-110 Tallahassee, AL,FL,GA 32309



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# CONFIDENTIALITY

This Business Analysis Tool is a Confidential Document containing information about a business for sale that is represented by We Sell Restaurants. This data is provided to familiarize prospective buyers with confidential information about the business and is specifically covered by the confidentiality agreement you have signed.

All of the information presented in the Business Analysis Tool is highly sensitive and confidential. It is only intended for individuals or companies who have signed a Confidentiality or Non-Disclosure Agreement or are bound to confidentiality by their professional ethics. **DO NOT PROCEED FURTHER UNLESS YOU ARE BOUND BY ONE OF THESE AGREEMENTS.** If you have electronically acknowledged this confidentiality agreement online through our website [www.wesellrestaurants.com](http://www.wesellrestaurants.com) you are fully bound by the terms of that confidentiality agreement under United States law for all information released to you herein.

The definition of an electronic signature is set out in the Uniform Electronic Transactions Act ("UETA") released by the National Conference of Commissioners on Uniform State Laws (NCCUSL) in 1999. Under UETA, the term "electronic signature" means "an electronic sound, symbol, or process, attached to or logically associated with a record and executed or adopted by a person with the intent to sign the record." In other words, your electronic intent, demonstrated by a signature initiated on your computer, traceable by your IP address, confirmed by the data you provide about your physical address, name and phone number is fully enforceable in a court of law.

All the information contained in this Business Analysis Tool has been provided by the business offered for sale. We Sell Restaurants® has not confirmed this information and makes no representations or warranties as to its accuracy or completeness. Any and all representations shall be made solely by the business offered for sale as set forth in a signed asset purchase agreement.

By accepting this Business Analysis Tool, the recipient acknowledges their responsibility to perform a thorough due diligence review and to make their own evaluation prior to any acquisition of the business for sale.

The business employees, customers, suppliers and competitors are not aware that the business is for sale. Contact with any party of the business, stakeholder, landlord, vendor and employee or otherwise is strictly prohibited except in an "undercover" manner while acting normally as a customer.



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# MEET BROKER

Chris, Lisa, Michael, and Alicia Holmes are the We Sell Restaurants Multi-state and Multi-unit Franchise Partners for the North Central portion of Florida including Tallahassee and the Southwest region of Georgia which extends as far north as Columbus and Perry. They have 80-plus years of direct restaurant industry experience ranging from operations to management, to ownership.

Chris, Michael, and Alicia have earned the designation of Certified Restaurant Broker®, a professional designation that requires specialized training and experience in restaurant brokerage, indicating an individual's commitment to a high level of knowledge and skill within the industry.

## Chris & Lisa Holmes

Chris and Lisa Holmes are a dynamic husband-wife team with demonstrated knowledge and expertise in the restaurant industry. Chris spent four decades in the industry while Lisa has 25 years of experience in the restaurant industry in addition to 13 years in the legal field. During their restaurant tenure, the couple opened 40 Firehouse Subs restaurants and served as area representatives for the brand. They were awarded the prestigious Area Representatives of the Year Award for the brand.

Together, Chris and Lisa's extensive experience in owning and operating successful restaurants provides a valuable perspective on evaluating, marketing, and selling restaurants. Chris serves on the board of the Firehouse Subs Public Safety Foundation, reflecting his ongoing commitment to the restaurant industry and community.



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## Holmes Team

WeSellRestaurants.com

holmesteam@wesellrestaurants.com

(850) 661-1133



# THE LISTING

## High Earnings Hometown BBQ Restaurant For Sale with Real Estate

Introducing an incredible opportunity to own a well-established BBQ restaurant that has been tantalizing taste buds and satisfying cravings for years. With annual owner earnings of over 200K, this beloved establishment has become a cornerstone of the local community, renowned for its mouthwatering barbecue and friendly atmosphere. With a heavy heart, the current owners have decided to put this gem on the market, presenting a golden chance for passionate entrepreneurs to take the reins and continue the legacy of this beloved BBQ haven as well own the commercial real estate it sits on! Situated in a prime location, this restaurant boasts a charming rustic interior that perfectly complements its authentic and robust flavors. The inviting atmosphere creates a warm and comfortable space where customers can savor their favorite barbecued dishes, accompanied by the irresistible aroma of slow-smoked meats. From succulent ribs and brisket to tender pulled pork and smoky chicken, this establishment delivers a true barbecue experience that keeps patrons coming back for more. The restaurant's success is fueled by its dedicated customer base, garnered through years of providing exceptional service and consistently excellent food. The reputation of the restaurant extends beyond its loyal local customers, with tourists and visitors seeking out this culinary destination as well. The well-trained staff, committed to delivering top-notch service, adds to the overall dining experience, making each visit unforgettable. Beyond the restaurant's dine-in experience, there is immense potential to expand the business through catering services and online ordering, tapping into the growing demand for convenient BBQ options. The sale includes all the necessary equipment and a fully equipped kitchen, allowing new owners to seamlessly step into operations and hit the ground running. Whether you are an experienced restaurateur looking to expand your portfolio or a passionate BBQ enthusiast ready to turn your dreams into reality, this opportunity is not to be missed. Don't pass up the chance to acquire this established BBQ restaurant and become the proud owner of a local culinary institution. Seize this moment and embark on a flavorful journey that will undoubtedly bring satisfaction, joy, and prosperity to your life. Inquire now and let the tantalizing aromas of smoked meats become the soundtrack of your success.

**This business is offered at \$599,000**



**Johnny Macs Wood Fire Grill**

**8178 US-90**

**Sneads, FL 32460**

Established: 2018

Years Owned by Current Owner: 2018

Reason for Selling: Personal

# Restaurant Overview

## Key Considerations

When buying a restaurant, there are key items associated with the purchase of the business. Review critical details such as the cost of goods sold, monthly rent, hours of operation, and more.

**Questions?** Contact your Certified Restaurant Broker for more details on the information shared in this listing package.



**\$375,000**

*Total COGS*



**\$ 1,001,970**

*Sales*



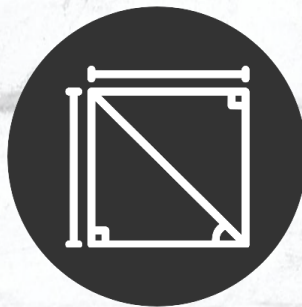
**\$226,870**

*SDE*



**\$0**

*Monthly Rent*



**5,000**

*Lease sq. ft*



**Seller or training  
staff will train buyer  
for 2 weeks post  
closing**

*Training*



**Listing Price: \$599,000**

### Financing Options

Seller Financing: No

Bank Financing: No

0.00% Down

### Additional Info

Non-Compete (Years): 3.00

Non-Compete (Miles): 5.00

### Franchise Information

Franchise: No

Franchise Transfer Fee: \$0.00

Marketing Fee: %

Royalty Fee: %



**6, 18**  
*Employees*  
*FT, PT*



**Monday thru Friday**  
**10am to 2pm**  
**Monday, Tuesday,**  
**Thursday, Friday,**  
**Saturday 4pm to 8pm**  
**Closed Wednesday**  
**nights and all day on**  
**Sunday**  
*Hours*



**100,**  
*Seats*  
*Inside, Outside*



**In ground**  
*Grease Trap*



**Beer and/or Wine**  
*Liquor License*



**Yes**  
*Hood System*

# Income Statement

Johnny Macs Wood Fire Grill

Data Source: Owner Estimate, 2022

	Year - 2022	% of Sales
<b>Net Sales</b>	<b>\$ 1,001,970</b>	
<b>Food Costs</b>	<b>\$375,000</b>	<b>37.4%</b>
Alcohol Costs	\$0	0.0%
Other COGS	\$0	0.0%
<b>Total COGS</b>	<b><u>\$375,000</u></b>	<b><u>37.4%</u></b>
<b>Gross Margin</b>	<b><u>\$626,970</u></b>	<b><u>62.6%</u></b>
<b>Accounting</b>		
Advertising/Promotion	\$5,000	0.5%
Auto	\$0	0.0%
Bank Charges	\$0	0.0%
Credit Card Fees	\$0	0.0%
Depreciation/Amortization	\$0	0.0%
Donations/Sponsorships	\$0	0.0%
Dues & Subscriptions	\$0	0.0%
Equipment lease	\$0	0.0%
Insurance	\$21,600	2.2%
Interest Expense	\$0	0.0%
Janitorial/Cleaning/Laundry	\$11,500	1.1%
Legal and Accounting	\$0	0.0%
Licenses and Fees	\$0	0.0%
Miscellaneous	\$0	0.0%
Payroll Taxes	\$0	0.0%
Postage/3rd Party Delivery	\$0	0.0%
Office Supplies	\$0	0.0%
Owner Personal/Travel/Meals	\$0	0.0%
Rent	\$0	0.0%
Repairs & Maintenance	\$10,000	1.0%
Restaurant Supplies	\$0	0.0%
Royalties	\$0	0.0%
Salaries & Wages	\$238,000	23.8%
Telephone/Internet/Cable	\$0	0.0%
Utilities	\$38,000	3.8%
Uniforms	\$0	0.0%
Other Uncategorized	\$76,000	7.6%
	\$0	0.0%
<b>Total Expenses</b>	<b><u>\$400,100</u></b>	<b><u>39.9%</u></b>
<b>Net Income</b>	<b><u>\$226,870</u></b>	<b><u>22.6%</u></b>

*Note that these figures have been provided by the seller of this restaurant. We Sell Restaurants has depended on the seller to provide true and accurate data. We Sell Restaurants does not warrant or verify the source of this data. All buyers are advised to conduct independent due diligence of this information.*



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# Income Statement

Johnny Macs Wood Fire Grill

Data Source: Owner Estimate, 2022

	Year-2022	% of Sales
<b>Add Backs</b>		
Owner Salary	\$0.00	0%
Benefits	\$0.00	0%
Interest Expense	\$0.00	0%
Depreciation/Amortization	\$0.00	0%
Owner Personal/Travel/Meals	\$0.00	0%
Other	\$0.00	0%
<b>Total Add Backs</b>	<b><u>\$0</u></b>	<b><u>0%</u></b>
<b>Discretionary Earnings</b>	<b><u>226,870</u></b>	<b><u>22.64%</u></b>

**Discretionary Earnings:** Discretionary Earnings(DE), also known as Sellers Discretionary Cash Flow, Sellers Discretionary Earnings or Owners Benefit, is the adjusted earnings before taxes, interest income or expense, non-operating and non-recurring income/expenses, depreciation and other non-cash charges. It includes a single owner/operator or officer's compensation and is typically used as the basis for SBA and conventional lending.

**Add Backs:** Add backs refer to typical expense and/or non-cash item "added back" to the net profit to calculate the Discretionary Earnings. Such items would be fully documented in the Profit & Loss statement and could include any personal expenses paid for by the business. This could also include items like: owner compensation, owner insurance paid by company, owner car expense paid by company, plus interest, depreciation, and amortization. Add backs usually include a manager's salary as We Sell Restaurants recasts to the standard SBA model for lending based on a single owner/operator.

**Net Sales:** Net Sales are the total sales of the restaurant minus any comps, promos, tips or sales tax. If the restaurant is a franchise, this is the amount on which royalties are paid.

**Notes:**



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# Equipment List

1 6 ft Blast Chiller  
1 1 door cooler  
1 Z door cooler  
1 Walk in Cooler  
1 Fogel Beer Cooler  
1 Z door freezer  
1 Walk in Freezer  
1 Glastender Glass Freezer  
1 500 lb Ice Machine  
1 4 ft Salad Prep Table (refrigerated)  
1 Refrigerated sandwich prep case  
1 24 inch 2 drawer cooler`  
1 Full size warmer  
1 5 pan Steamer  
1 Microwave 1000W  
1 Convection oven  
2 Henry Penney Computron 1000 Fryers  
12 fryer Baskers  
1 9 burner stove, oven, 24 inch flat top  
combo  
Commercial Hood  
1 Cookshack Pellet Grill 48  
1 Cookshack Pellet Smoker  
1 Commercial Waffle Iron  
1 HD Vegetable Shredder  
1 Commercial Mixer  
1 Air King Breader Blender Sifter  
1 Prep table with cutting board  
2 24 FT Stainless Steel tables  
2 8 FT Stainless Steel tables  
4 6 FT Stainless Steel tables  
4 4 FT Stainless Steel tables  
2 2 FT Stainless Steel tables  
2 Handwash sinks  
1 3 Compartment Sink  
1 Ecolab dish machine  
misc Smallwares pots pans etc  
1 Plate Caddy  
2 Rolling Carts  
3 32 Gallon Garbage cans with wheels  
2 Mop buckets with wringer and 2  
compartments  
misc Store Room shelving  
Misc Cooler Shelving  
misc Freezer shelving  
1 4 ft Salad Bar  
1 8 ft Buffet hot  
27 Dining Room Tables  
100 Chairs  
8 Booth Seats  
12 Custom made Wood Benches  
2 CAKE POS System terminals  
1 CAKE Kitchen Printer  
2 Dining Room CAKE printers  
10 T.V.s  
4 Wooden Highchairs  
4 Booster Seats  
1 Back of house register stand  
1 Front of the house Hostess stand

# Lease Overview

## Address:

Johnny Macs Wood Fire Grill  
8178 US-90  
Sneads, FL 32460

## Details:

The current lease agreement, in most cases, will be assumed by the buyer and transferred. Your Certified Restaurant Broker negotiates terms for additional lease or option years, if necessary .



### Rent

\$N/A,



### Expiration

0/00/00



### Renewal Options

N/A

# BUSINESS STRUCTURE

## Current Owner Role



## Current Owner Hours



## Ideal Buyer



# TRANSFER STRUCTURE

## Asking Price: \$599,000

This asking price includes the following:

- Furniture, fixtures, and equipment
- All customer/client lists
- Lease
- Business phone number
- Social Media Accounts

It does not include:

- Cash on hand
- Cash in the bank

Any offer drafted on your behalf would be subject to a number of contingencies including:

- Due Diligence Period
- Approval of the landlord
- Approval of the lender (if applicable)
- Approval of the franchise (if applicable)

Your Certified Restaurant Broker can assist you with all offers and negotiations in drafting an offer to purchase.



# Comparative Analysis

There are a number of questions that buyers should ask themselves when reviewing the financial statements of a business offered for sale. These questions are based on common United States accounting practices and methods. Some of the focus areas would typically include: Profits & Profit Margin, Sales, Food Costs and Labor Costs.

## **Profitability - Are profitability trends favorable in this restaurant?**

A restaurant's net profit margin should be compared to competitors in the industry. No profit statistic is more important than the net profit margin -- it is crucial in the short and long run. The other variable to consider is net profit dollars. If sales decrease and expenses remain constant, there is risk to net profit dollars. In particular, restaurants are vulnerable to shifts in sales if they do not control food and labor costs.

## **Sales - Are sales growing and satisfactory?**

Sales changes in themselves are typically not vital analytical points. Profitability trends are more important. Still the clear goal over time is to increase sales since the cost of doing business almost always goes up over the long run.

## **Expenses - Is the company controlling expenses effectively?**

Key variables specific to the restaurant industry include Food Costs and Labor Costs which can dramatically impact the company's profit. Both of these variables are often compared to industry standards to provide a snapshot of this company's operating profitability and opportunity.

## **Industry Comparisons -**

Is the company operating at, below, or above industry standards? Industry specific comparison are helpful in understanding the efficiency of a restaurant as well as the opportunity for improvement.



# The Restaurant Industry

Source: National Restaurant Association

## Overview

Food and beverage sales in the restaurant and foodservice industry are projected to total \$789 Billion dollars in 2021, up 19.7% from 2020. Sales in 2020 were negatively affected by the virus but the National Restaurant Association reports that consumer spending in restaurants trended sharply higher during the first half of 2021, driven by rising vaccination numbers, additional stimulus payments and healthy household balance sheets.

Looking to the future, the National Restaurant Association projects 2030 restaurant sales to be \$1.2 trillion dollars and provide employment opportunities for more than 17 million individuals.

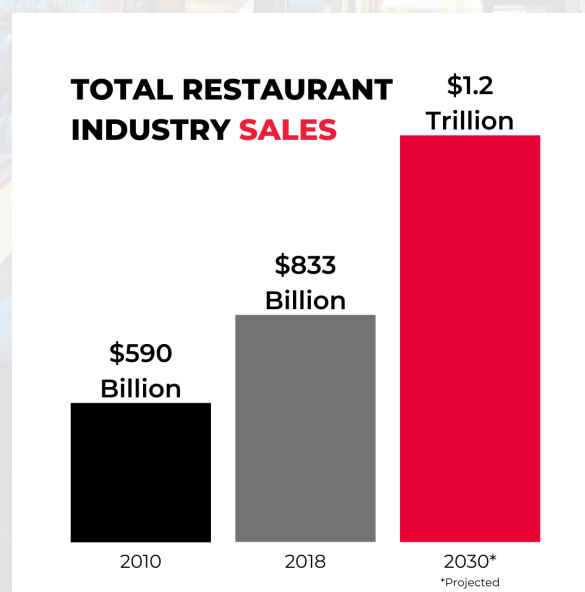
## Growth

Growth in the restaurant industry for the past several decades has been driven by consumers desire for convenience, socialization, and high-quality food and service.

These same drivers will be the catalysts for expansion well into the future, as the restaurant industry continues to innovate and adapt to the ever-changing tastes and preferences of consumers.

Nearly 8 in 10 adults say their favorite restaurant foods deliver flavor and taste sensations that just can't be duplicated in the home kitchen.

Restaurants are an integral part of our social fabric; 6 in 10 adults say restaurants are an essential part of their lifestyle.



## Profit Margins

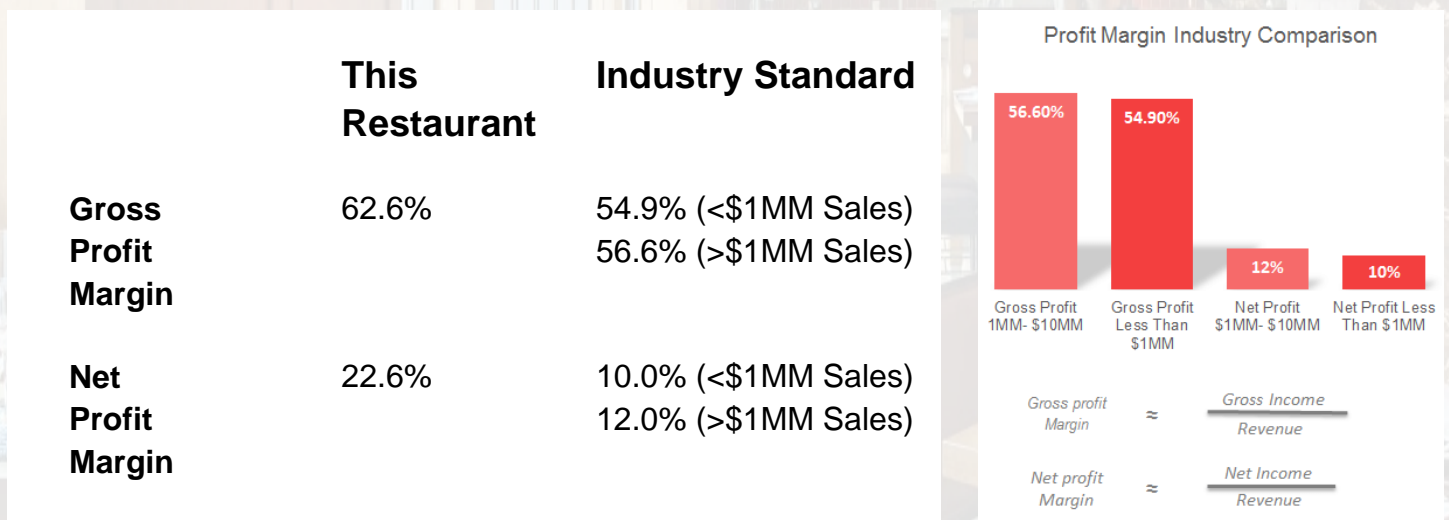
The Gross Profit Margin dollars are calculated by taking the restaurant revenue and subtracting the cost of goods sold. The Gross Profit Margin is a ratio of the Gross Profit Margin dollars divided by the restaurant revenue. For a restaurant with revenue over \$1 million, we expect to see higher gross profit dollars as shown in the chart.

Net Profit margin refers to the percentage an owner/operator would have available for his or her benefit after all expenses are paid. It is calculated by taking the net income divided by the restaurant revenue. Again, for restaurants over \$1 million in sales, we expect to see higher net income.

Net Income does not usually include dollars in salary paid to an owner or a manager. The Discretionary Earnings or Owner Benefit shown on this report reflects EBITDA (Earnings before Interest, Taxes, Depreciation and Amortization) plus the salary of the owner or full time manager in the restaurant. This is the industry standard for evaluation for lending. Discretionary Earnings may also commonly be referred to as Owner benefit, recast EBITDA, SDE (Sellers Discretionary Earning) or SDCF (Sellers Discretionary Cash Flow).

*Financial analysis is not a science; it is about the interpretation and evaluation of financial events. Some judgment will always be part of any report and analysis. Before making any financial decision, always consult an experienced and knowledgeable professional.*

## Industry Comparisons

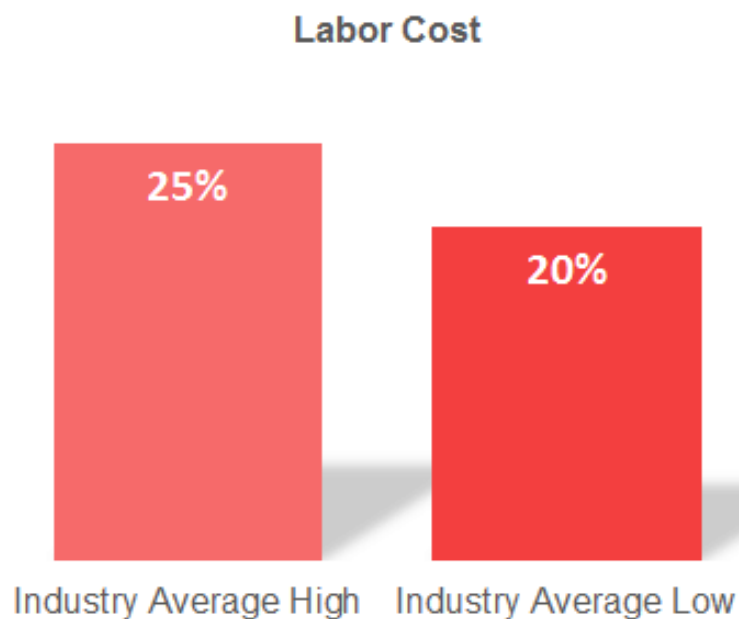


## Labor Costs

A profitable restaurant typically generates a 25% or lower labor cost. Combined with food costs, these expenses consume 50-75% of total revenue. Because of the impact that labor costs have on restaurant operations and profitability, this is a key metric to examine.

Beyond the bottom line, labor costs also reflect an operator's skill level. High labor costs in a restaurant available for sale signals an opportunity for greater profit dollars delivered to a strong operator. The industry standard is based on the Uniform System of Accounts for Restaurants (a handbook available from the National Restaurant Association). Owner Compensation or Manager Compensation, if included in payroll costs, is added back on this document to reflect Discretionary Income. Labor costs do not always reflect payroll taxes or the cost of payroll processing so the reader should confirm those costs as well.

	<b>This Restaurant</b>	<b>Industry Avg.</b>
<b>Labor Cost</b>	23.8%	High 25%, Low 20%



$$\text{Labor Cost} \approx \frac{\text{Payroll Costs}}{\text{Revenue}}$$

## Food Costs

Food cost is an important factor to consider in the operation of a restaurant. It refers to the percentage of revenue that is spent on food and beverage items. A high food cost can have a negative impact on the profitability of a restaurant, as it could indicate waste or inattention to menu pricing and inventory management. On the other hand, a low food cost may suggest that the restaurant is cutting corners or using low-quality ingredients.

There are several ways to manage food cost in a restaurant:

**Menu pricing:** Setting prices for menu items that reflect the cost of ingredients and other expenses can help to maintain a healthy food cost percentage.

**Inventory management:** Careful tracking of inventory and ordering of supplies can help to minimize waste and reduce the cost of food.

**Recipe standardization:** Ensuring that recipes are followed consistently can help to control portion sizes and reduce waste.

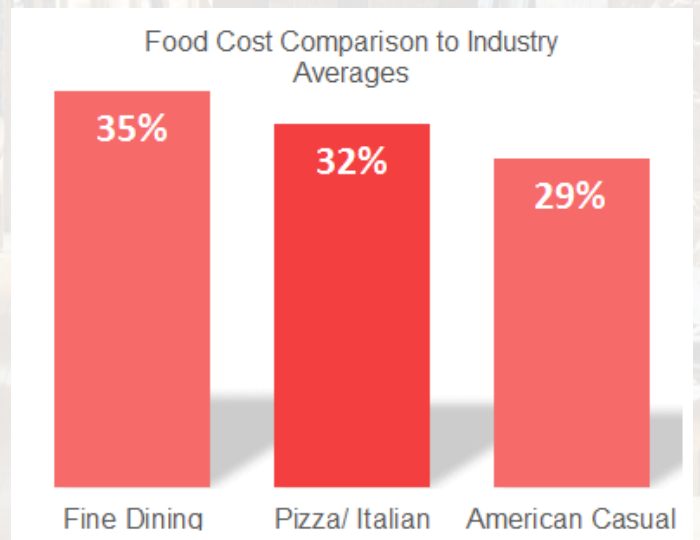
**Cost analysis:** Regularly analyzing the cost of ingredients and menu items can help a restaurant to make informed decisions about pricing and menu planning.

Overall, it is important for a restaurant to strike a balance between maintaining a reasonable food cost and providing high-quality ingredients and dishes to customers.

*Calculations for Food Cost, Occupancy Cost, Gross Profit and Net Profit are based on the Uniform System of Accounts for Restaurants (a handbook available from the National Restaurant Association)*

## Industry Comparisons

	<b>Avg. Food Cost</b>
<b>This Restaurant</b>	<b>37.4%</b>
Fine Dining Avg.	<b>35%</b>
Pizza/Italian Avg.	<b>32%</b>
American Casual	<b>29%</b>



## Rent & Occupancy Costs

Physical location is very important to the restaurant owner. The length and value of the lease and its cost as a percent of total sales is a key indicator. In most large markets, rising rent costs in the past decade have made this variable even more important.

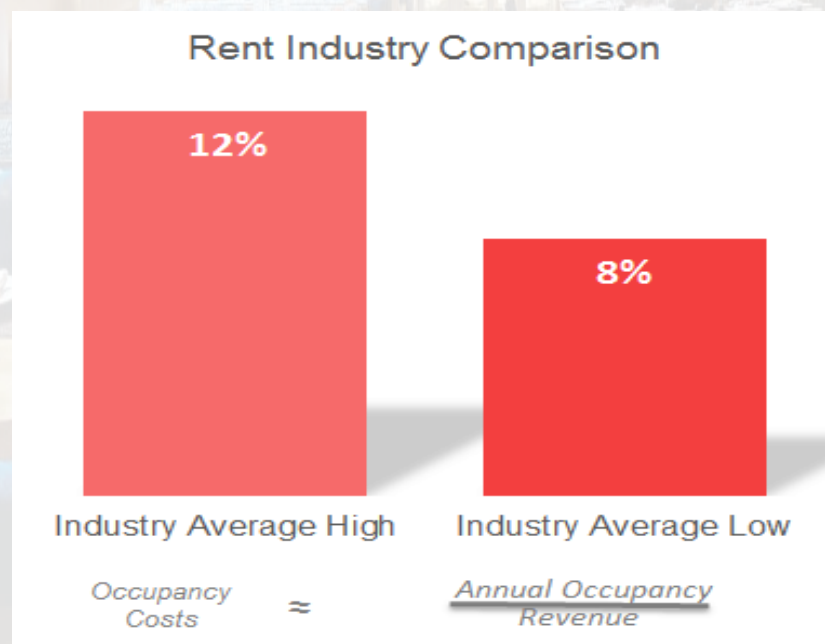
We Sell Restaurants reflects the total occupancy costs in this tool. That means you are looking at both base rent plus all CAMS (Common Area Maintenance Charges), Taxes and Insurance charged to you as a part of your lease in the space.

Competition to be in the most desirable parts of the dining scene has driven rents to all-time highs with no end in sight. For these reasons, acquisition of an existing business may be the only way to gain a space in these highly competitive markets.

A restaurant buyer is often assigned the existing rights of the current tenant along with options to renew the lease. Evaluation of a property should include some subjective consideration of the lease and location.

*Annual Rent Expense WILL ALWAYS include CAMS or Common Area Maintenance Charges Unless Noted.*

	<b>This Restaurant</b>	<b>Industry Avg.</b>
<b>Occupancy Cost</b>	0.0%	High 12%, Low 8%



# Restaurant Photos









# NEXT STEPS



Review the listing package and visit the restaurant undercover as a secret shopper.



Contact the listing agent and schedule a meeting with the seller through your Certified Restaurant Broker®.



Submit an offer contingent on due diligence, landlord approval, lending approval and franchise consent.



Once offer is accepted, deposit earnest money and start Due Diligence.



Schedule the closing and complete all documents and escrow.



Congratulations! You have achieved your goal of restaurant ownership.

# VISIT THE RESTAURANT

## Get the Most Out of Your Visit:

As a restaurant buyer, one of the most important things you can do is visit as a secret shopper or go "undercover" to learn about a business. This is a critical step. Visit without alerting anyone about your interest in the restaurant. By doing so, you'll be able to get an unbiased view of what's going on in the location. We recommend observing details such as,

- the overall location
- the parking situation
- the signage
- the staff
- the cleanliness
- the menu

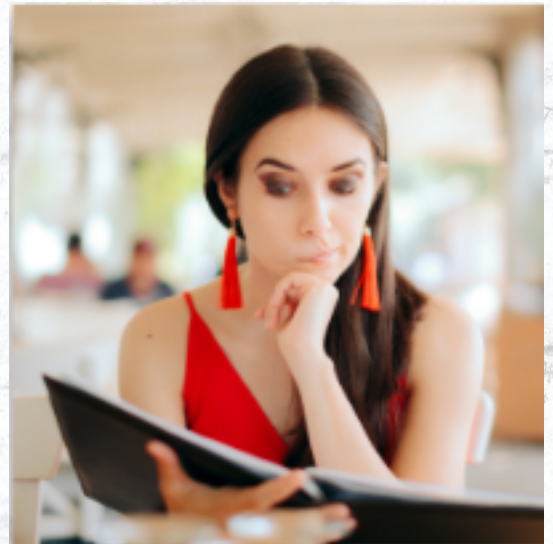
Remember that the restaurant for sale is not public knowledge, so it is best to avoid taking pictures or making notes while inside the restaurant. Additionally, wait until after you have left the restaurant before you talk about the business or ask questions about its operations. You will have an opportunity to discuss these items at the next step, the Buyer and Seller meeting!



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**Buyer Reviews**



# We Sell Restaurants

We Sell Restaurants® is the industry leader in restaurants for sale. Our mission is to sell more restaurants than anyone else - PERIOD and our name says it all. We Sell Restaurants! We are specialists in selling restaurants, restaurant space for lease and we lead the nation in franchise restaurants for sale that are open and operating - franchise resales.

The We Sell Restaurants brand is known nationwide for professionalism, industry knowledge and unmatched service. Whether you are in the market to buy a restaurant, find a restaurant for lease, resell a restaurant franchise or sell an independent restaurant or bar, the We Sell Restaurants® brand is unmatched in experience and knowledge.

Our website is an invaluable resource where we focus on sharing knowledge, information and of course, restaurants for sale listings. We train and certify the best in the industry with the only Certified Restaurant Broker® program in the nation.



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