

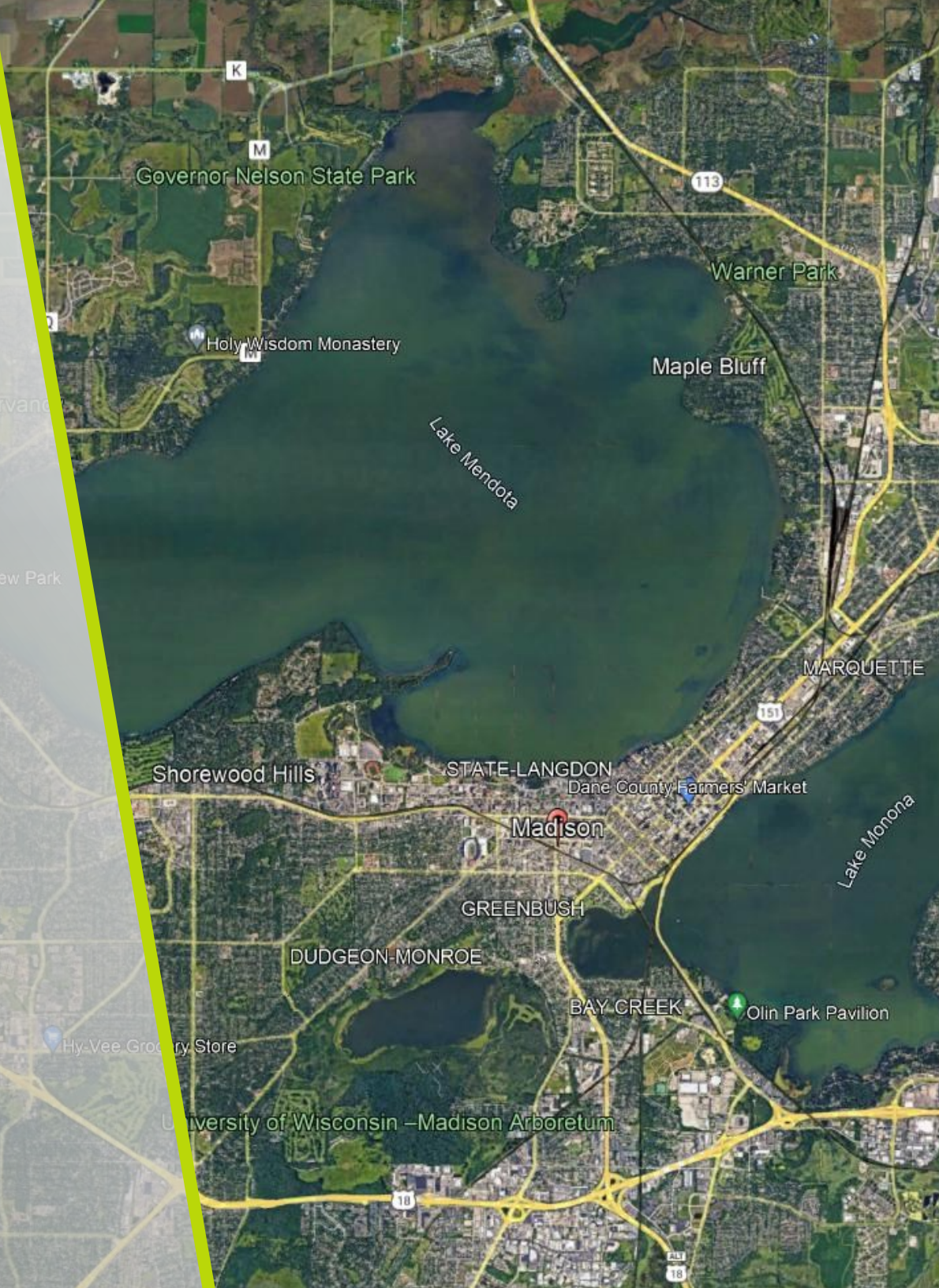


Confidential Listing Salon Business For Sale

Madison, WI

Key Commercial Real Estate LLC
608-729-1800 | www.keycomre.com

Google Earth



Overview of Confidential Opportunity

- **POPULAR SALON BUSINESS FOR SALE \$280,500**

Turnkey opportunity with growth potential

Continue operating as is with staff or change to chair rentals

- **PRIME LOCATION**

Less than 1 mile from the State Capitol

Proximity to Downtown Madison

High Traffic Counts

Excellent Visibility and Demographics

- **QUALITY PROPERTY**

Prominent street presence

Multi-story building

Easy access and onsite parking

Excellent signage & visibility

Beautiful build out

Like new FF&E

- **SUCCESSFUL BUSINESS OPERATION**

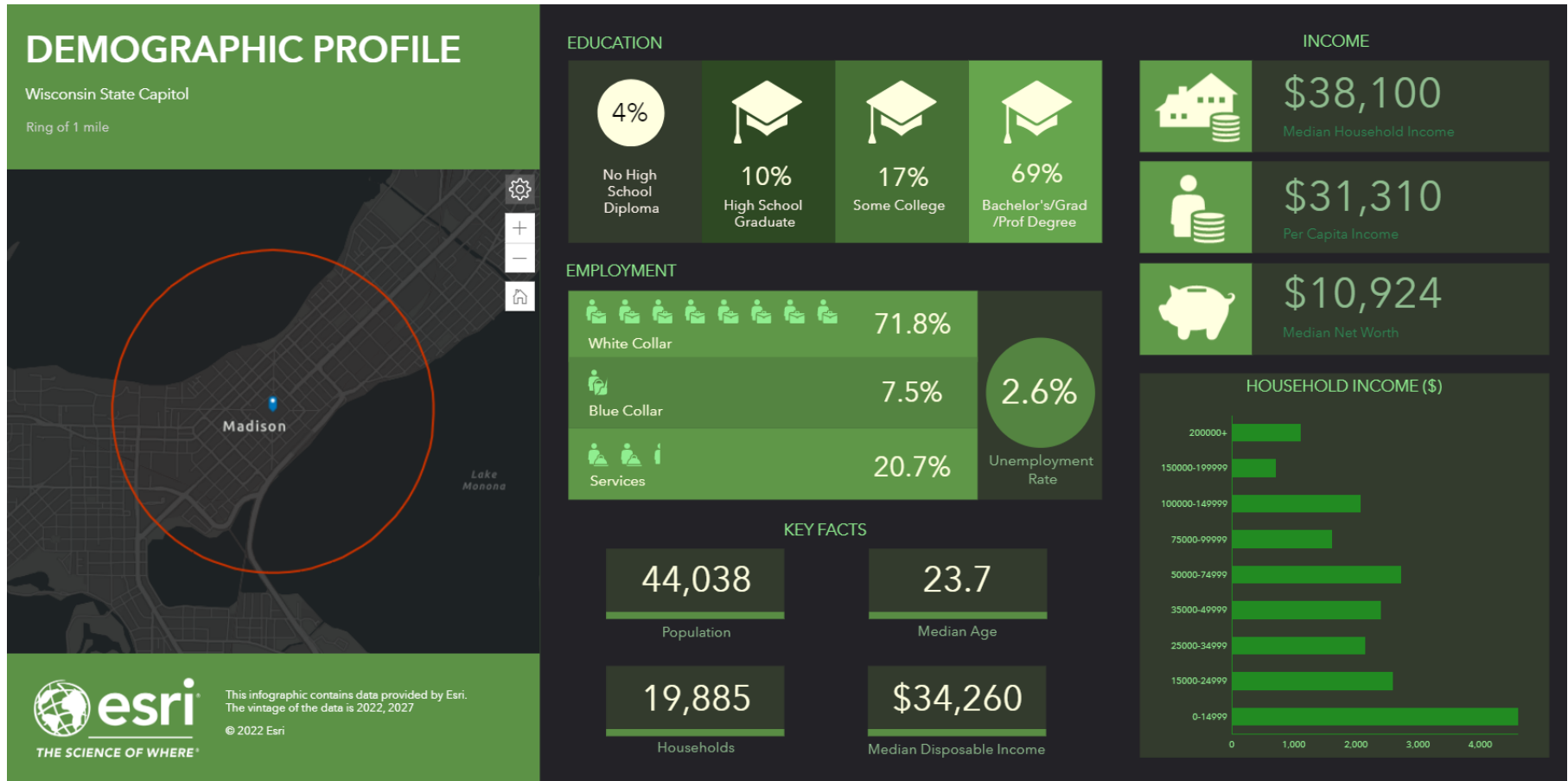
Experienced staff

Existing client base

Intellectual Property, Inventory, Buildout and FF&E (fixtures, furniture and equipment) are included



*Images above are stock photos and not images of the listing itself.



Confidentiality Agreement

For more information please review, sign and return this Confidentiality and Non-disclosure Agreement. Return to biyer@keycomre.com.

CONFIDENTIALITY AND NONDISCLOSURE AGREEMENT

WHEREAS, SELLER and SELLER'S AGENT (herein "SELLER") agrees to furnish RECIPIENT certain "confidential information" relating to the business identity, plans, specifications, financials, , operations, etc for the sole purpose of determining an interest in the acquisition of the confidential business for sale.

WHEREAS, RECIPIENT agrees to review, examine, inspect or obtain such "confidential information" only for the purposes described above, and to hold such information confidential pursuant to the terms of this Agreement.

BE IT KNOWN, that SELLER shall furnish to RECIPIENT certain "confidential information" and may further allow RECIPIENT the right to obtain, review, project, discuss or tour SELLER'S BUSINESS. RECIPIENT agrees to the following conditions:

1. RECIPIENT agrees to hold all information provided as "confidential information" including but not limited to the identity of the business for sale, proprietary information, trade secrets, operations, leases, financial data, client data, staff data, tenancy data ("confidential information") in trust and confidence and agrees that it shall be used only for the contemplated purposes, shall not be used for any other purpose, or disclosed to any third party. RECIPIENT acknowledges that SELLER could incur damages resulting in financial losses if the "confidential information" is misused and/or not kept strictly confidential.
2. No physical or electronic copies will be made or retained or disseminated of any written "confidential information" provided in paper copies or electronically, drafts, samples promotional material or prototypes supplied without the express written permission of SELLER.
3. At the conclusion of any discussions, or upon demand by SELLER, all "confidential information", including financials, business data, leases, plans, specifications, prototypes, drafts, promotional materials, written notes, photographs, sketches, models or memoranda shall be returned to SELLER or destroyed.
4. "Confidential information" shall not be disclosed to any third party unless the third party agrees to execute and be bound by the terms of this Agreement, has been approved by SELLER and has executed this agreement with SELLER.
5. This Agreement and its validity, construction and effect shall be governed by the laws of the State of Wisconsin.

AGREED AND ACCEPTED BY RECIPIENT:

Date: _____

Signature _____

Printed Name: _____

Signature _____

Printed Name: _____

Signature _____

Printed Name: _____

BY SELLER or SELLER'S AGENT:

Date: _____

Signature _____

Printed Name: _____

WISCONSIN REALTORS® ASSOCIATION
4801 Forest Run Road, Madison, WI 53704

Key Commercial Real Estate LLC
Effective July 1, 2016

DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the
2 following disclosure statement:

3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the
7 customer, the following duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the
13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
15 confidential information or the confidential information of other parties (see lines 23-41).

16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the
18 advantages and disadvantages of the proposals.

19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home
21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection
31 report on the property or real estate that is the subject of the transaction.

32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a
34 later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:** _____

36 _____

37 _____

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): _____

39 _____

40 _____

41 _____ (Insert information you authorize to be disclosed, such as financial qualification information.)

DEFINITION OF MATERIAL ADVERSE FACTS

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.

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Drafted by Attorney Debra Peterson Conrad

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Flyer Non-Disclosure

Broker Disclosure

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