

# FOR SALE

## Business & Real Estate Opportunity

### BADGER SPRAY REPAIR, LLC

4916 VERONA ROAD  
FITCHBURG, WI 53711



**Jason Huett, CMO**  
Licensed Broker Associate  
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[Licensed Agent of Lannon Stone Realty, LLC].



Listing brokerage:



# Executive Summary

Are you ready to become a part of the \$50 trillion wealth transfer currently underway in the U.S.? The massive Baby Boomer retirement wave is underway and at the center of it are traditional businesses like **Badger Spray Repair, LLC (BSR)**.

BSR has a successful history going back nearly a decade, and has roots in the community going back to the 1980s. The business has shown strong Revenue, attractive Seller Discretionary Earnings (SDE) and includes the attached Commercial Real Estate, over **\$300,000 of Inventory**, and Equipment making this an exceptional opportunity.

In addition to strong Revenue, BSR features a location strategically positioned to facilitate continued growth. The DOT’s recent \$265 million upgrade to this portion of the Verona Road corridor features visual frontage and exposure to over **40,000+ vehicles per day**, easy access to Highways 18 (Verona Road) and 14 (the Beltline).

While the business owner is ready to pursue retirement, he is seeking the right individual or team to successfully continue the legacy he built and take the business to the next level.

The data presented herein was provided by sources deemed to be reliable, but no warranty or representation is made as to the accuracy of said information and it does not replace the advice of tax, legal, accounting and other professional advisors.

# Key Business Performance Metrics

## Financial Metrics - Year Ending 2022

ACCRUAL BASIS

- Gross Revenue
- Gross Profit
- Net Operating Income



## Seller Discretionary Earnings (SDE)

YEAR ENDING 2022

Price:  
(Business & Real Estate)

\$2,500,000

The business owner will consider accepting offers exclusively for the business, but not exclusively for the Real Estate.

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# About the Business

## The Business Model

**Offering:** The Badger Spray Repair differentiator lies in their highly personalized service, loyal customer base, and prime geographically-located storefront. They have been a profitable business in the greater Madison-metro area for many years. If you decide to purchase the business, you will likely see many of the same, loyal customers on a regular basis.

**Target Audience:** The typical BSR customers are homeowners in the Madison-metro area who bring their lawn, air compression, and power equipment in for regular service and repair. In addition to this B2C segment, the business also has a robust B2B clientele that depends upon BSR to service their equipment — commercial painting, drywall, and power washing contractors.

**Equipment Sales:** In addition to Service and Repair, BSR sells a wide range of commercial painting equipment, air compressors, power washers, lawn mowers, and drywall spray equipment.

### \*Included in the Sale:

- Commercial Real Estate
- Brand Assets
- Billing and POS system
- Computer Equipment
- Inventory valued at \$300,000+
- Fixtures, Furniture & Equipment

This is your opportunity to own a profitable 7-figure business, prime commercial real estate in Madison, WI, and an opportunity to gain future value from both assets.

\*Owner will provide full list of Included and Excluded Items.







# 4916 Verona Road

Fitchburg, WI 53711

## Property Specs

|              |                 |
|--------------|-----------------|
| Lot Size:    | 0.40 acres      |
| Building SF: | 6,500 SF        |
| Year Built:  | 1981            |
| Zoning:      | Commercial - G2 |
| Parking:     | 12 stalls       |

## Visibility

- 40,000+ vehicles-per-day (VPD)
- Adjacent property operated by Speedway provides high traffic/high visibility
- Easy access to US-18/151, US-14
- Located near residential neighborhoods: Meadowood, Midvale, Seminole, Orchard Ridge, Harlan Hills

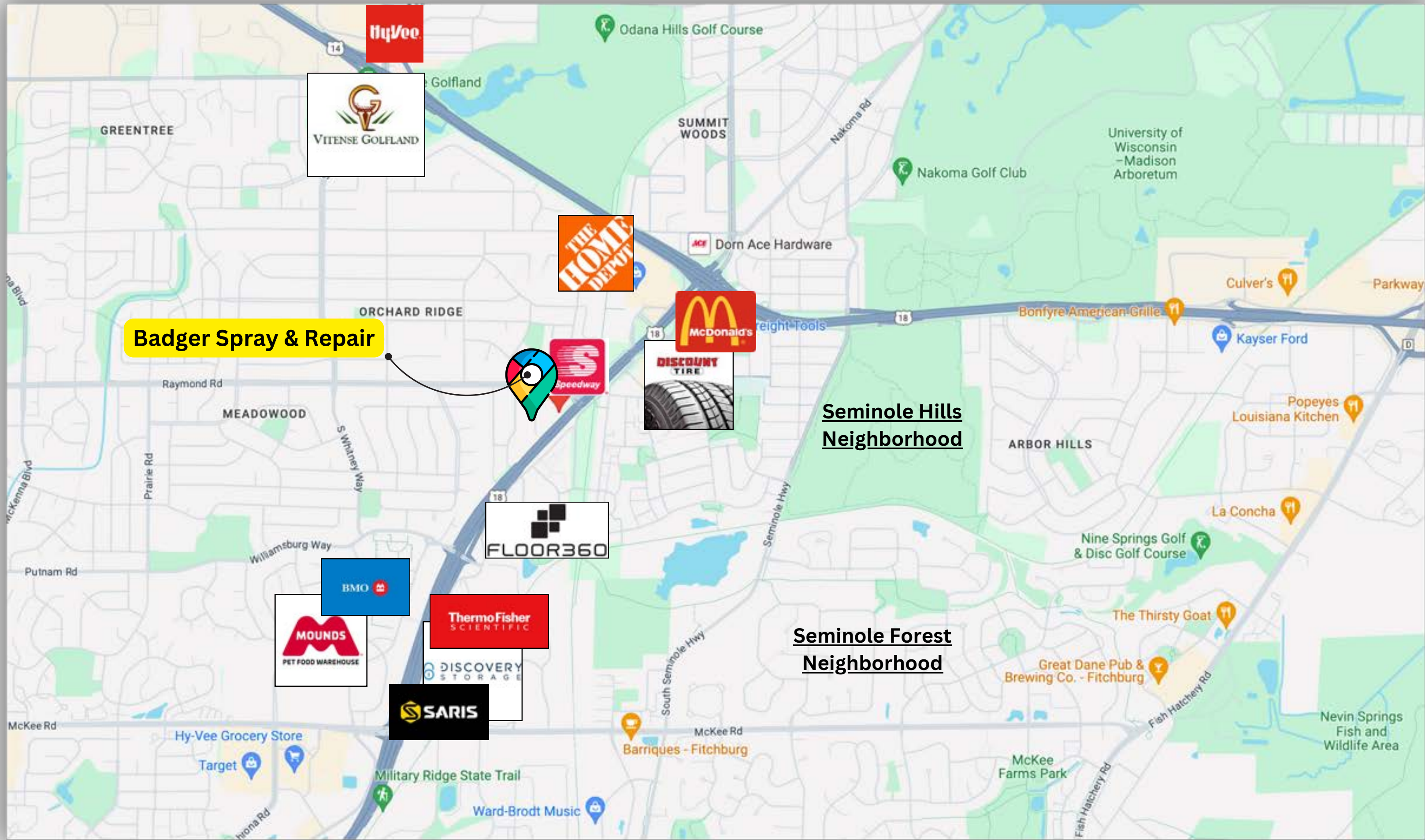












**Badger Spray & Repair**

**Seminole Hills  
Neighborhood**

**Seminole Forest  
Neighborhood**



# Population Metrics

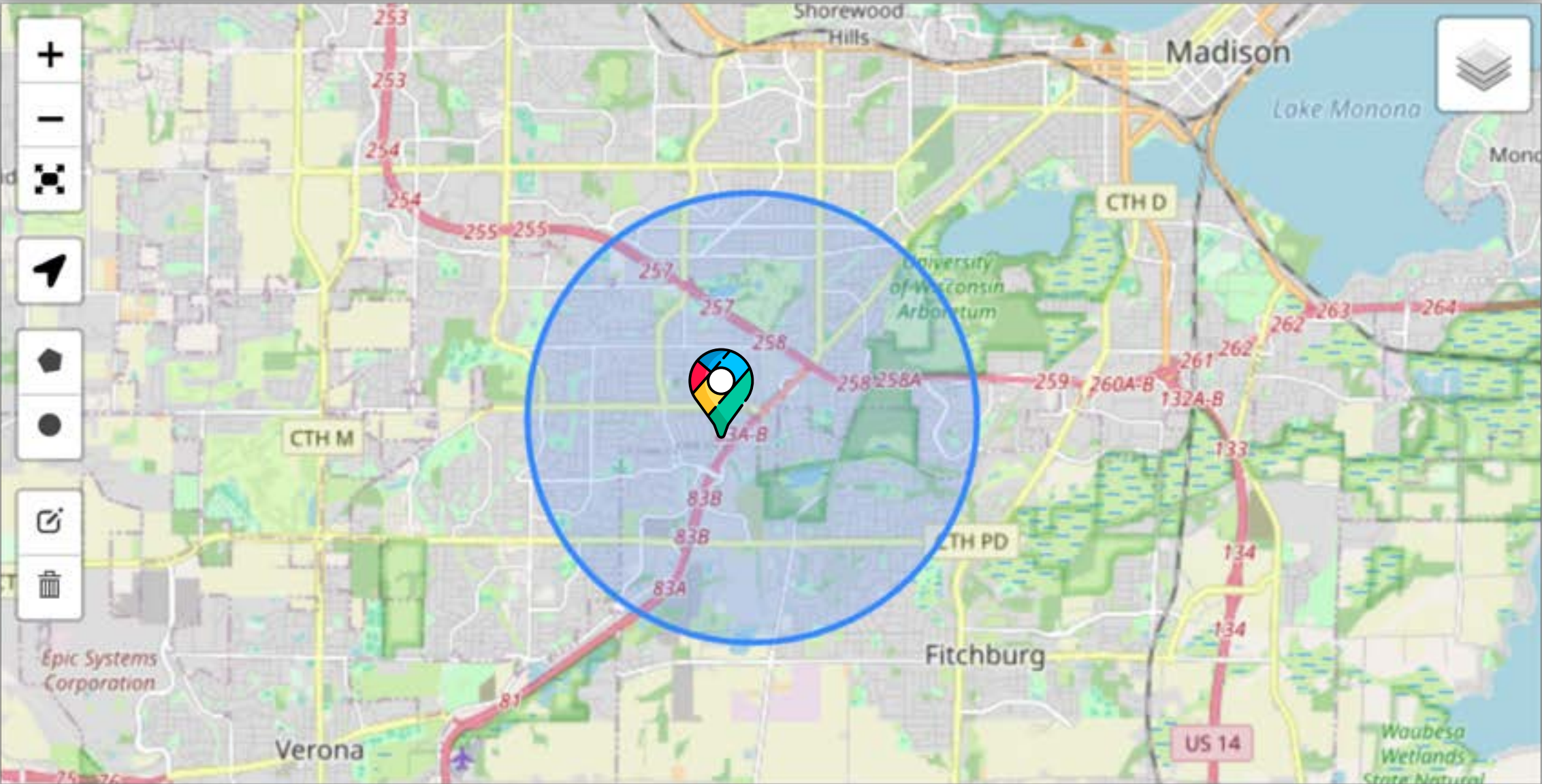
CITY, STATE  
**Fitchburg, WI**

PRIMARY ZIP CODE

**53711**

ADJACENT ZIP CODES

- 53575 (Oregon)
- 53719 (Madison)
- 53713 (Madison)
- 53593 (Verona)
- 53558 (Mcfarland)
- 53716 (Monona)



POP - 53711

**52,130**

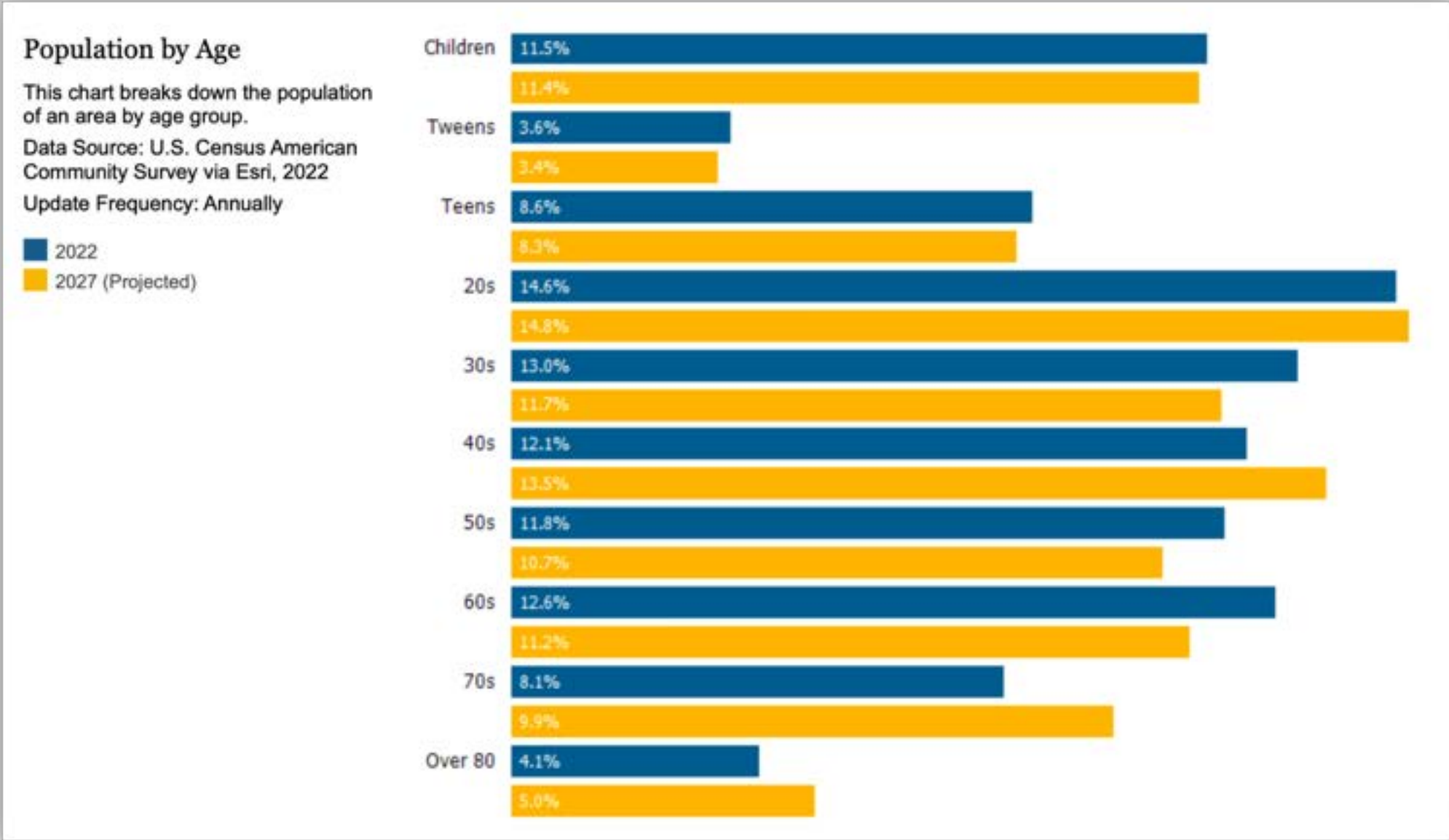
POP - 5-MILE

**102,000**

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# Population, Age and Income Demographics



AVE. HH SIZE

**2.31**

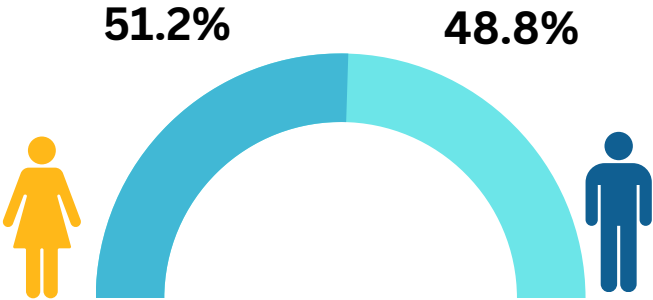
MEDIAN HH INCOME

**\$90,500**

MEDIAN AGE

**39.1 YEARS**

FEMALE/MALE





# Education & Home Value Demographics

## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022  
Update Frequency: Annually



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022  
Update Frequency: Annually



## Madison, WI 53711: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



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**9,293**

2023 Est. daily traffic counts

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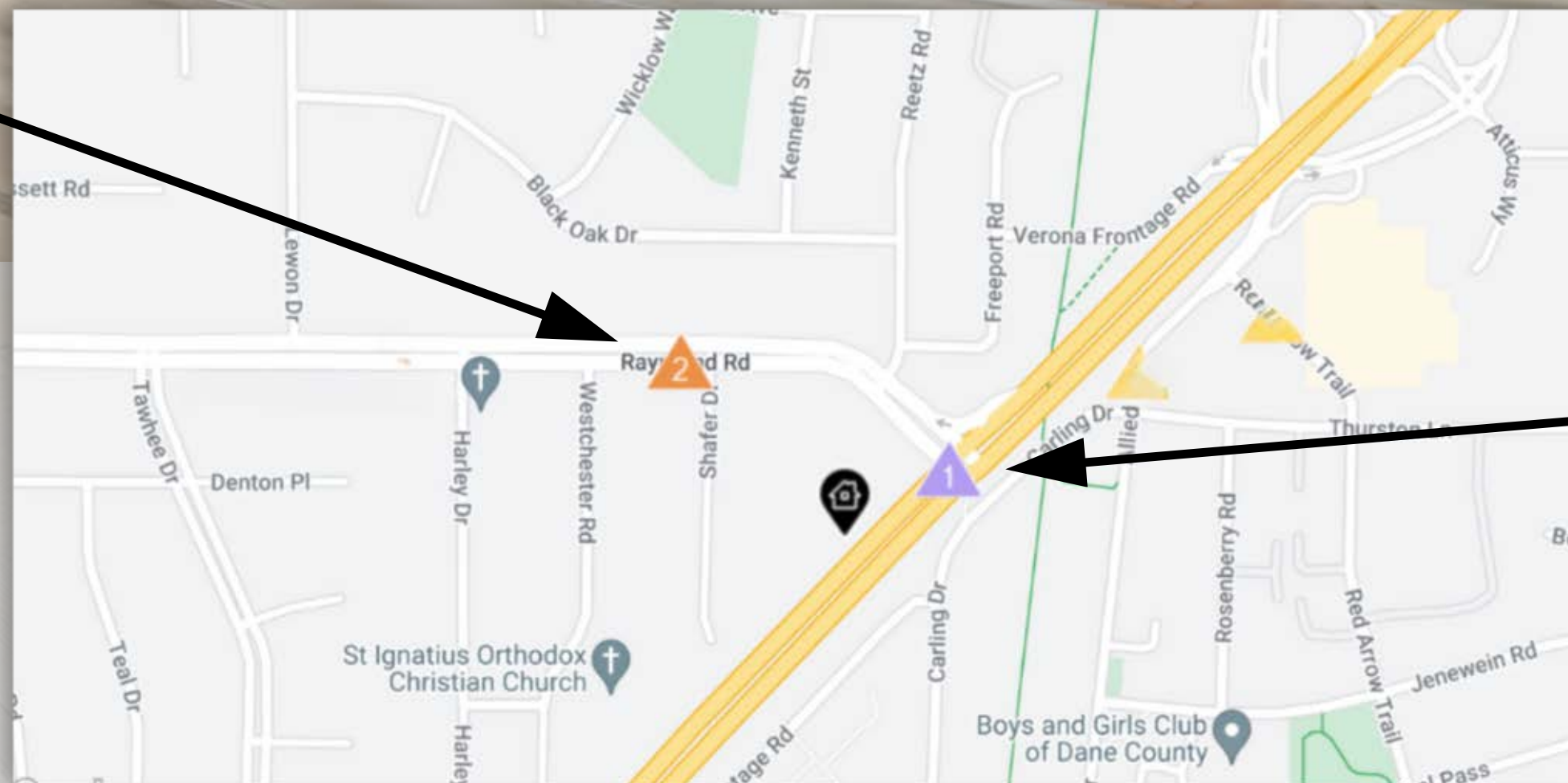
Street: Raymond Rd


Cross: Shafer Dr

Cross Dir: E

Dist: 0.02 miles

## Traffic Metrics





**45,734**

2023 Est. daily traffic counts

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Street: Verona Rd

Cross: Raymond Rd

Cross Dir: NE

Dist: 0.01 miles



# Trend Analysis: Google Search

Data timeframe: Jan 2022 - Jan 2024

This report shows nationwide (U.S.) trend data for common search terms associated with Badger Spray & Repair’s core business.

| Search Term                  | Ave. Monthly Google Searches (U.S.) | Year-over-Year (YoY Change) |
|------------------------------|-------------------------------------|-----------------------------|
| air compressors              | 201,000                             | +22%                        |
| portable air compressor      | 33,100                              | +49%                        |
| pressure washing near me     | 49,500                              | +49%                        |
| repair shops near me         | 49,500                              | +49%                        |
| lawn mower servicing near me | 49,500                              | +50%                        |



A vertical image on the left side of the slide shows a space shuttle launching. The shuttle is white with orange and black boosters, ascending into a clear blue sky. A large, bright white and yellow plume of smoke and fire is visible at the base of the shuttle, indicating the point of launch.

# Where is the opportunity for new ownership to level-up the business?

- 1** **DEPLOY MARKETING** - BS&R spent **0.11% on marketing in 2022** and has not tapped into the potential of Social Media Marketing, Paid Ads, Email Marketing, or Direct Mail. Strong opportunities to grow the business via Google Reviews and Search Engine Optimization (SEO) also exist.
- 2** **ANALYZE PURCHASE DATA** - Every data set contains valuable information. There may be opportunities to increase prices in high-demand service areas.
- 3** **ESTABLISH A CUSTOMER DATABASE** - The business has performed profitably all without leveraging Customer Relationship Management (CRM) data.
- 4** **NEGOTIATE WITH VENDORS** - Terms with vendors have not been negotiated - there may be opportunities to improve wholesale pricing, payment terms, and bulk discounts.
- 5** **EXPANSION OF SERVICES AND NEW MARKETS** - Current ownership has not had the opportunity to expand into new B2C and B2B markets in recent years.



## 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 \_\_\_\_\_  
42 **DEFINITION OF MATERIAL ADVERSE FACTS** *(Insert information you authorize to be disclosed, such as financial qualification information.)*

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 specific transaction.  
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