



Amish Furniture Store

Offering Memorandum

Princeton Amish Country Store

101 Mechanic St.

Princeton, WI 54968

Indoor/Outdoor Furniture, Decor,
Gifts and Groceries



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101 Mechanic Street

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Highlights

Aerial View



.79 Total Acres

Located right off Main Street

14,681 SqF

Near Green Lake and the Princeton Flea Market

Amish Furniture (Indoor and Outdoor)
Mattresses, Decor, Gifts, Groceries and
Goods



101 Mechanic Street



Property Overview

Location:

101 Mechanic Street
Princeton, WI 54968

Princeton Amish Country Store is a specialty retail destination focused on traditional Amish-inspired products and country living essentials. Shoppers visit for handcrafted furnishings, textiles, baked treats, preserves, cheese, candy, gifts, and seasonal decor. The store's reputation is built on friendly service, quality goods, and an authentic small-town shopping experience that reflects the culture and craftsmanship associated with Wisconsin's Amish country.



County	<i>Green Lake</i>
Price	<i>\$1,500,000.00</i>
Size	<i>.79 Acres</i>
Parcel #	<i>271-00004-0200</i>
Property Type	<i>Commercial storefront retail building</i>
Appeal	<i>Popular destination for locals and tourists seeking authentic Wisconsin country products</i>
Current Zoning	<i>Commercial</i>

Location

Princeton, WI
A Destination for Shopping, Recreation & Community

101 Mechanic Street
Home of the Princeton Amish Country Store

1 Green Lake
Wisconsin's deepest natural inland lake. Popular for boating, fishing, golfing, swimming & year-round recreation.

2 Princeton Flea Market
One of Wisconsin's largest outdoor flea markets! Thousand of visitors come each season to shop, eat & explore.

3 Princeton Golf Club
A scenic 18-hole course offering a great experience for golfers of all levels.

4 Marquette Park
Beautiful lakeside park with beach, walking paths, playgrounds, picnic areas & events.

At the Heart of It All

- Minutes to Green Lake recreation & resorts
- Walkable to downtown shops, dining & services
- High traffic from the flea market & tourism
- Easy access to Hwy 23 & Hwy 73

Approx. Distances

Green Lake	7 min / 4 miles
Princeton Flea Market	3 min / 1 mile
Princeton Golf Club	5 min / 2 miles
Marquette Park	6 min / 3 miles
Ripon	15 min / 11 miles
Fond du Lac	30 min / 24 miles

Located in the heart of downtown Princeton, 101 Mechanic Street benefits from strong local and tourist traffic in one of Wisconsin's most popular lake communities. The property is just minutes from Green Lake, a premier destination for boating, fishing, golf and recreation.

Princeton is home to one of Wisconsin's largest and most popular outdoor flea markets, attracting thousands of visitors throughout the season. Combined with the city's historic downtown charm and thriving retail district, this location offers excellent visibility and exposure for any business.

Location





Green Lake County

Green Lake County, Wisconsin offers a rare blend of natural beauty, steady tourism, and small-town charm that creates strong long-term opportunity for investors, homeowners, and business owners alike. Anchored by the iconic Green Lake—the deepest natural inland lake in the state—the area draws visitors year-round for boating, fishing, golf, and lakeside recreation, supporting a healthy short-term rental and hospitality market.

The county is also home to vibrant communities like Princeton and Ripon, where local shops, schools, and manufacturing employers provide a stable year-round economic base beyond seasonal tourism. Events such as the well-known Princeton Flea Market attract consistent regional traffic, bringing steady visitor flow and strong retail exposure.

With a mix of lakefront demand, affordable entry points compared to larger Wisconsin lake markets, and a steady influx of visitors from Madison, Milwaukee, and the Fox Valley, Green Lake County continues to stand out as a balanced market for lifestyle buyers and income-focused investors alike.

Green Lake County behaves less like a traditional rural county and more like a hybrid lake-resort market with a permanent residential base underneath it.



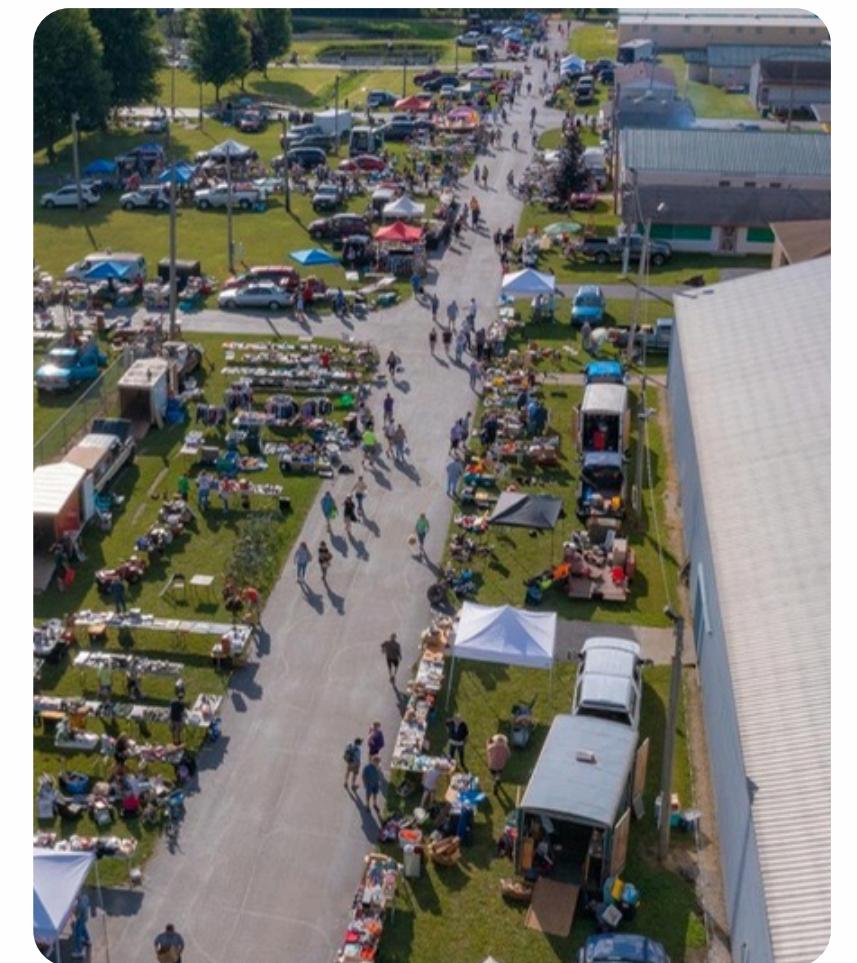
Princeton



Princeton, Wisconsin is a classic small-town river community in western Green Lake County known for its charm, recreation, and strong sense of local identity. Set along the Fox River and surrounded by lakes, marshland, and rolling countryside, it serves as a natural gateway between outdoor adventure and small-town living.

Best known as the home of Wisconsin's largest weekly outdoor flea market, Princeton draws steady seasonal traffic from across the state, especially during spring and summer weekends. Its walkable downtown features antique shops, local eateries, and historic storefronts that give the city a nostalgic, Americana feel.

The community benefits from its location between regional hubs like Madison, Oshkosh, and the Fox Valley, making it an easy day-trip destination while still maintaining a quiet residential base. With strong tourism, riverfront recreation, and a growing appreciation for rural lifestyle markets, Princeton continues to attract visitors, second-home buyers, and investors looking for small-town opportunity with consistent regional draw.



101 Mechanic Street

Growth Drivers:

1. Strong lake-based tourism economy

The county is anchored by Green Lake, one of Wisconsin's premier deep-water lakes.

Why it drives growth:

- Year-round recreation (boating, fishing, golf, ice sports)
 - Strong summer population surge
 - High demand for short-term rentals and second homes
 - Supports marinas, resorts, restaurants, and service jobs
- 👉 This creates a "tourism + lifestyle" economy, not just rural residential.

2. Second homes + lakefront real estate demand

A large share of housing is tied to:

- Vacation homes
- Retirement properties
- Investment/STR properties

This is reinforced by:

- Limited shoreline supply
- Rising lakefront values
- Strong demand from Madison, Milwaukee, and Chicago buyers

👉 Result: persistent upward pressure on real estate values and low inventory.

3. Proximity to major metro markets

Green Lake County sits within driving distance of:

- Madison (~1.5 hours)
- Milwaukee (~2 hours)
- Fox Valley (Appleton/Oshkosh region)

👉 This enables:

- Weekend tourism
- Remote work relocation
- "Escape the city" migration trend

4. Regional employment hubs nearby (not just within county)

While small itself, the county benefits from nearby job centers:

- Manufacturing and healthcare in Ripon
- Manufacturing + services in Berlin
- Retail and trade flows tied to surrounding counties

👉 This stabilizes the economy beyond tourism.





Investment Potential

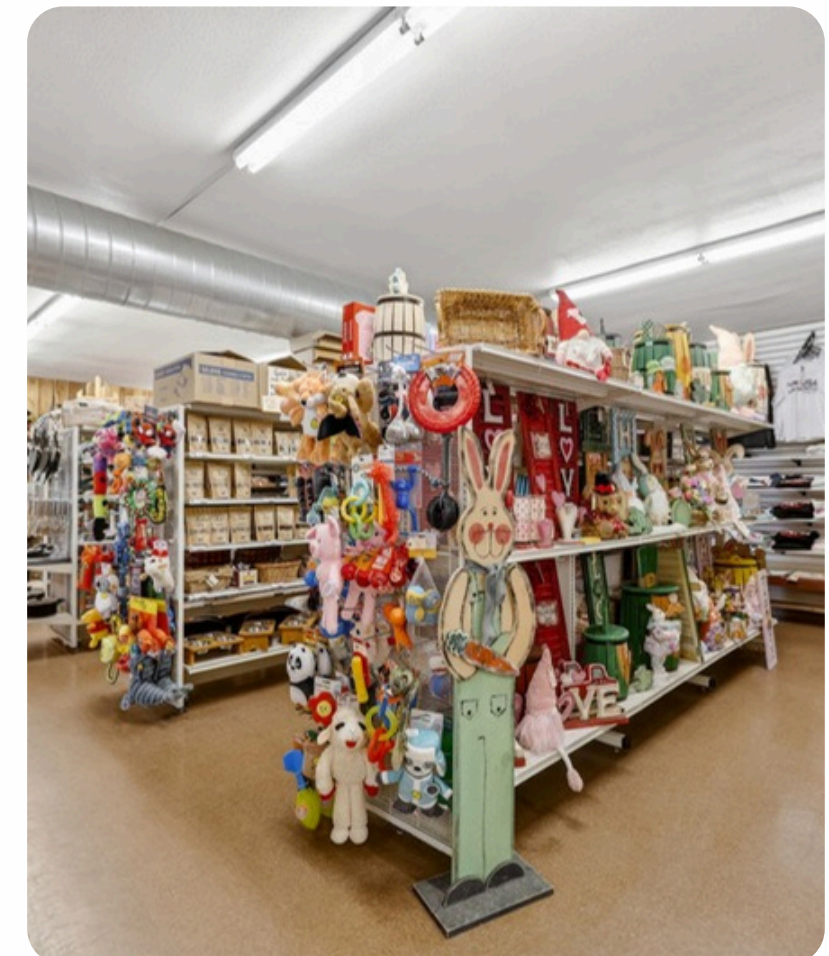
Based on year-to-date operating results through October 2025, the property generated an adjusted net operating income of approximately \$144,834 after removing owner-related rent expense. At the asking price of \$1,500,000, this represents a strong 9.66% capitalization rate.

Under conventional commercial financing assumptions, the property is projected to generate annual cash-on-cash returns ranging from 11.7% to 15.0%, while maintaining healthy debt service coverage ratios between 1.45x and 1.94x.

The combination of stable operating performance, strong lender metrics, and double-digit cash returns creates an attractive opportunity for investors seeking both current income and long-term appreciation potential. Even under leveraged acquisition scenarios, the property produces meaningful positive cash flow while providing future wealth creation through loan amortization and equity growth.

Investment Highlights

- Asking Price: \$1,500,000
- 2025 NOI: \$144,834
- Cap Rate: 9.66%
- Cash-on-Cash Return: 11.7% – 15.0%
- DSCR: 1.45x – 1.94x
- Positive Cash Flow Across All Financing Scenarios
- Strong Historical Operating Performance
- Conventional Financing Candidate





Included Inventory & Assets

Included in the sale is an extensive inventory package with an estimated retail value of approximately \$854,889, providing immediate operating capacity and significant replacement-value benefit to a new owner. Inventory is organized throughout multiple showroom and warehouse areas and includes furniture, mattresses, dining room sets, bedroom furnishings, outdoor furniture, home decor, gifts, birdseed, food products, and related merchandise. Many shelving units, coolers and other display fixtures are also included.

This diversified inventory base allows a purchaser to continue operations without interruption while benefiting from an established product mix and merchandising layout.

The inclusion of nearly \$855,000 (potential sale value) in retail inventory represents a significant component of the overall value proposition and reduces the capital investment typically required to stock a business of this scale.



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Real Estate Offering Memorandum

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