

TWO MARCO'S PIZZA IN KANSAS CITY

\$1.175M 2022 BUILDOUT :: 90% SELLER FINANCING

Offered for Sale: \$1,100,000



THE BUSINESS

The pizza industry is huge, stable, and growing. Americans spend \$46 billion a year on pizza, according to a CHD Expert. According to Food Business News, 30% of Americans eat pizza at least once a week. Marco's Pizza is a brand on the rise. At more than 1,100 stores and counting, Marco's is now the No. 5 U.S. pizza brand in sales (2021) with sights set on becoming No. 4.

Marco's has huge growth potential – now more than ever. The Franchisor has invested in support, technology, and marketing to help franchisees operate their units efficiently using state-of-the-art systems in order to open multiple locations.

2 LOCATIONS - KANSAS CITY

An experienced pizza franchise operator searched for a pizza chain to develop in the Kansas City market. The brand that stood out that had upside for 10-15 stores in the market was Marco's Pizza. He signed a four-store (now two-store) agreement and opened one location in March 2022 in Shawnee Hills, KS and one location in September 2022 in Lee's Summit, MO (both in KC area).

A short time after opening, the owner's partner who was supposed to operate the stores left with other life plans. Since that time, the stores have been absentee run and they need an active owner/operator to easily achieve the higher profitability standard for Marco's stores. The owner has other businesses and wishes to sell Marco's stores to an owner/operator who can take ownership with only 10% down and 90% seller note. It is an extraordinary situation and an extraordinary opportunity for someone who will go through Marco's training and pass the franchisor's personal financial application.

SHAWNEE STORE

- Staffed well and strong retention. From the start, same four shift leaders, driver team, and insider team.
- GM oversees both stores, but rarely in Shawnee.
- Good demographics: Wal-Mart across the street; 30k+ in 5-mile radius; ideal household income and drive-by traffic.

LEE'S SUMMIT STORE

- Staffed well and strong retention.
- Good demographics: More of a family neighborhood. Average people per household 3.2, which above 2.9 is excellent. Attached to a grocery store. Not much competition. 23k in 5-mile radius.
- Reviews strong on Google.
- Sales struggle due to lack of grassroots marketing.

DEAL HIGHLIGHTS

Financial

- \$1.175 million to build two stores in 2022; Shawnee \$575k and Lee's Summit \$600k.
- Year 2 typical store EBITDA for both is \$410k*; Shawnee \$180k EBITDA Year 2 and Lee's Summit \$230k EBITDA in Year 2. *Note: Pro forma template for the typical store performance provided by Marco's Pizza franchisor.

Opportunities for Improvement

- Main need is an involved owner/operator working in the stores.
- Pizza business is about grassroots marketing and there is none. Needs proven techniques of school district fundraising, catering, handing out flyers and samples.



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