FOR SALE

JOEY'S PLACE

CUSTOM PAINT & RESTORATION

BUSINESS with 2 FREE STANDING BUILDINGS



BUSINESS HIGHLIGHTS



- **40+ Years of Experience & Dedication**
- Industry Leader in High-End Vehicle / Super Car Customization, Restoration & Precision Paintwork
- Resto-Mod Projects: (Classic Cars with Modern Performance Upgrades)
- Race Car Repairs and Performance Upgrades
- Paint Correction, Ceramic Coating, and Detailing Services
- State-of-the-Art facilities, including 2 Paint Booths (Down Draft)

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CENTURY 21
All Stars Realty Ltd.

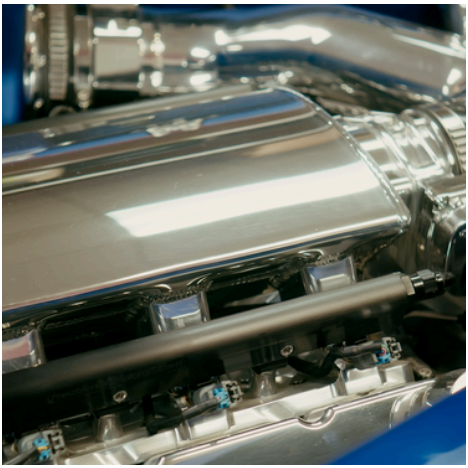
FOR SALE

BUSINESS with 2 FREE STANDING BUILDINGS

14230 & 40 - 115 Avenue NW

Edmonton, AB T5M 3B7

Legal Description	- Lot 1 & 2, Block 29, Plan K
Available Area	- 12,500 Sq Ft (Both Buildings)
Parking	- Ample & Plenty Off Street
Taxes	- $52,600 Yearly (Both Properties)
Lot Size	- 155.2 Feet Wide x 156' Feet Deep
Sale Price	- $3,250,000









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CENTURY 21

All Stars Realty Ltd.

Executive Summary:

Joey's Place Custom Paint & Restoration is a premier destination for high-quality automotive painting and body repair services. With over 40 years of excellence, Joey's Place specializes in custom vehicle modifications, restorations, and precision paintwork. The facility is fully equipped with a custom paint mixing area, sandblasting bay, two high-capacity paint booths, and a showroom.

Services Offered:

- **High-End Custom Paint Jobs and Specialty Finishes**
- **Classic and Custom Vehicle Restorations**
- **Resto-Mod Projects (classic cars with modern performance upgrades)**
- **Race Car Repairs and Performance Upgrades**
- **Paint Correction, Ceramic Coating, and Detailing Services**

Competitive Advantages:

- **Over 40 years of excellence and a strong industry reputation**
- **Highly skilled and motivated staff**
- **State-of-the-art facilities, including two underutilized paint booths**
- **Convenient north-central location with easy highway access**
- **Current property and facilities included in the sale, making it a turn-key opportunity**

Market Opportunities:

- **Growing demand for high-end resto-mods among affluent Gen-X collectors**
- **Opportunities to service race car owners with performance upgrades**
- **Expanding luxury vehicle refinishing using underutilized paint booths**
- **Positioning as a preferred provider for classic car insurance repairs**
- **Potential dealership partnerships for specialty paint and restoration services**

Marketing Strategy:

- **Increase social media presence on platforms like YouTube and Instagram**
- **Collaborate with local car clubs and participate in auto shows**
- **Offer bundled services and referral incentives to existing customers**
- **Establish strategic alliances with race circuits and local dealerships**

Growth Potential:

- **Capture the growing resto-mod market with specialized offerings**
- **Utilize underperforming spray booths for luxury and performance vehicle services**
- **Target race teams for one-stop repairs and upgrades**
- **Forecasted annual revenue growth: Minimum 10% through service expansion**

Financial & Business Activity Overview – Summary

Opportunities for New Ownership:

- **Maximize paint booth utilization with luxury and high-performance vehicle services**
- **Expand into high-demand resto-mod services for affluent collectors**
- **Develop partnerships with insurers for specialty classic car repairs**
- **Capture the racing community market with full-service performance upgrades**

Growth Projection:

Revised Revenue Outlook:

- Year 1: +10% increase (base growth)
- Year 2: Full paint booth utilization target
- Year 3: Expanded services from full booth utilization

Potential Net Income Range with Expansion: $280,000 to $380,000 annually
Final Page: Business Activity Highlights (2021-2027):

Sales Performance (With Full Booth Utilization):

- 2024: $1,339,794
- 2025 (Projected): $1,473,773 (+10%)
- 2026 (Projected): $1,800,000 (Full booth utilization target)
- 2027 (Projected): $2,100,000 (Full booth utilization with expanded services)

Expense Overview with Projected Growth:

Lease Costs: $174,312 (2024), steady through 2027

Wages:

- 2025 (+7%): $632,198
- 2026 (Full capacity): $725,000
- 2027 (Expanded services): $800,000

Supplies:

- 2025 (+6%): $294,586
- 2026 (Full capacity): $350,000
- 2027 (Expanded services): $400,000

Utilities: $29,792 annually with minor projected increases
Insurance: Adjusted from $20,832 (2024) for expanded operations

Net Income Analysis:

- 2024: $165,111
- 2025 (Projected): $177,847
- 2026 (Projected - Full capacity): $250,000
- 2027 (Projected - Expanded services): $325,000

The projected revenue does not include an emphasis on adding a performance engine division to the current operations. We would anticipate a substantial sales growth curve.