

Hello everyone!

I am looking ahead to retirement. Therefore I have decided to offer Lazar's Early Music for sale. This has been an enjoyable, very satisfying and extremely profitable business for me for many years, but now I'd like to take the time to enjoy the fruits of my labor, traveling, attending more music workshops, doing photography and visiting our family, including our 3-year old grandson, in England.

It would be a perfect business for a couple, although I have run it for many years by myself. It can be located anywhere, as the vast majority of my business is email or telephone orders to non-local customers.

If you or anyone you know would be interested in exploring buying this business, contact me for more information or contact my broker, listed below. They have setup financing for the deal where you can buy the business with \$125,000 cash down payment with an SBA business acquisition loan.

EXECUTIVE SUMMARY

For sale is Lazar's Early Music, a unique business that specializes in the sale of new and used Baroque and Renaissance instruments. Since 1994, the owner has sold more than 34,000 items and has an inventory of more than 3,000, reflecting a passion of more than 24 years.

Baroque and Renaissance-style music aficionados will find new and used instruments such as recorders, violas da gamba, Baroque cellos and violins, Roland digital harpsichords, gemshorns, and Renaissance double reeds such as shawms, dulcians, krummhorns and chalumeaux. Music stands, strings, and other accessories are available as well. Occasionally a rare vintage piece will be on hand such as an Italian lyre-mandolin made in 1899.

The owner purchases mostly new instruments modeled after old instruments directly from mostly European makers. There are two large recorder makers in Germany, one in Switzerland and one in Japan. The owner is the sole US distributor for high quality violas da gamba from a company in China.

All items are closely examined and cared for by the owner, a self-educated early music expert with two decades of study behind his expertise.

Lazar's Early Music is a walk-in store located in a 1,480 square-foot business condo in Mountain View, California that is owned outright by the business proprietor. The building is not for sale with the business. However, the owner will consider leasing the space to the buyer. The site includes a bathroom and a kitchenette. Inventory is stored inside the building and is on display.

The owner believes that the business could be run from anywhere, as the vast majority of sales are not local. The business space costs will depend upon real estate market conditions in the area in which the new owner wants to locate the business, and the type of space they want to have. The current owner is confident that it could be run in less space.

Lazar's Early Music website is at <http://www.lazarsearlymusic.com/> and has been active since 2005 or earlier. The web editing program is *FrontPage 2003*, a very old program.. It is neither mobile- nor tablet-friendly. The website does not utilize a shopping cart. The website is currently used as a virtual store for advertising. Customers then can contact the owner via phone or email to discuss instruments, payment and shipping. Content for the website is maintained solely by the owner. The website is hosted by Yahoo and has never experienced any problems.

OPPORTUNITIES

There are many opportunities to expand into other lines: Baroque guitars and lutes, makers of Renaissance winds, selling musical instrument kits, adding another supplier of high-end digital harpsichords, and expanding into sheet music. Customers who start out buying sheet music often end up buying instruments at a later date.

The owner has cut back on the number of used instruments he takes in, anticipating his retirement. The new owner could ramp up that aspect of the business.

The website should be updated with a better user interface, and made mobile-friendly. This would increase business.

Creating an active presence on social media such as Facebook, Instagram, Twitter, YouTube, and the like will likely generate more interest and bring in additional business. There is currently a Facebook page, but not much effort has been put into it.

The owner believes his current Google Adwords campaign could use professional help in search engine optimization that could increase effectiveness and lower costs.

Someone who has energy to deal with a variety of customers, attend early music workshops with a large selection of instruments from the store has an opportunity to grow the business to a higher level of success.

ASSETS INCLUDED IN THE SALE

Social Media Assets:

Facebook: 750 Likes

Domain Assets: LazarEarlyMusic.com

SUMMARY

2017 Gross income: \$741,000

2017 Adjusted net income: \$222,000

Asking price: \$560,000 + INVENTORY

INVENTORY: \$260,000 (estimate; fluctuates)

Please contact Jock Pirtle at Jock@raincatcher.com or call him at [\(917\) 545-6257](tel:(917)545-6257) for more information.