



# JOJO'S DINER

## FOR SALE



5774 DUAME ROAD, LENA, WI 54139

### **RICK GUNTZEL**

Associate Broker

612-889-8100

[rick@hscbrokers.com](mailto:rick@hscbrokers.com)



# BUSINESS OVERVIEW

## HIGHLIGHTS

**\*\*Turnkey Diner for Sale\*\***

Welcome to a golden opportunity to own a thriving breakfast and lunch diner, nestled in a prime location just two blocks off the bustling intersection of US 141 & ST HWY 22. Strategically positioned near a Kwik Trip, this diner benefits from high visibility and limited competition.

With a daily influx of 200–400 patrons, this diner has cemented its place as a beloved culinary destination in the community. Open 7 days a week from 6:00 am to 2:00 pm, the diner is fully staffed with a dedicated team ensuring smooth operations and excellent customer service.



<b>Asking Price</b>	\$695,000
<b>2023 Gross Revenue</b>	\$863,700
<b>2024 Assessed Real Estate Value</b>	\$503,500
<b>Furniture, Fixtures &amp; Equipment</b>	\$60,000, included in asking price
<b>Inventory</b>	\$8,000, not included in asking price
<b>2023 Real Estate Taxes</b>	\$2,829

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# PROPERTY FEATURES



## SQUARE FEET

MAIN LEVEL: 3,800  
BASEMENT: 620



## LOT SIZE

2.056 acres,  
included in asking price



## CAPACITY

Approximately 120



## PARKING

50 spaces

Built in 2003 and remodeled in 2009, JoJo's Diner features a modern design that blends in seamlessly with its surroundings. Boasting 3,800 square feet on the main floor, this establishment offers ample space to accommodate 120 guests comfortably. Abundant windows flood the space with natural light, creating an inviting atmosphere for guests to enjoy their dining experience.

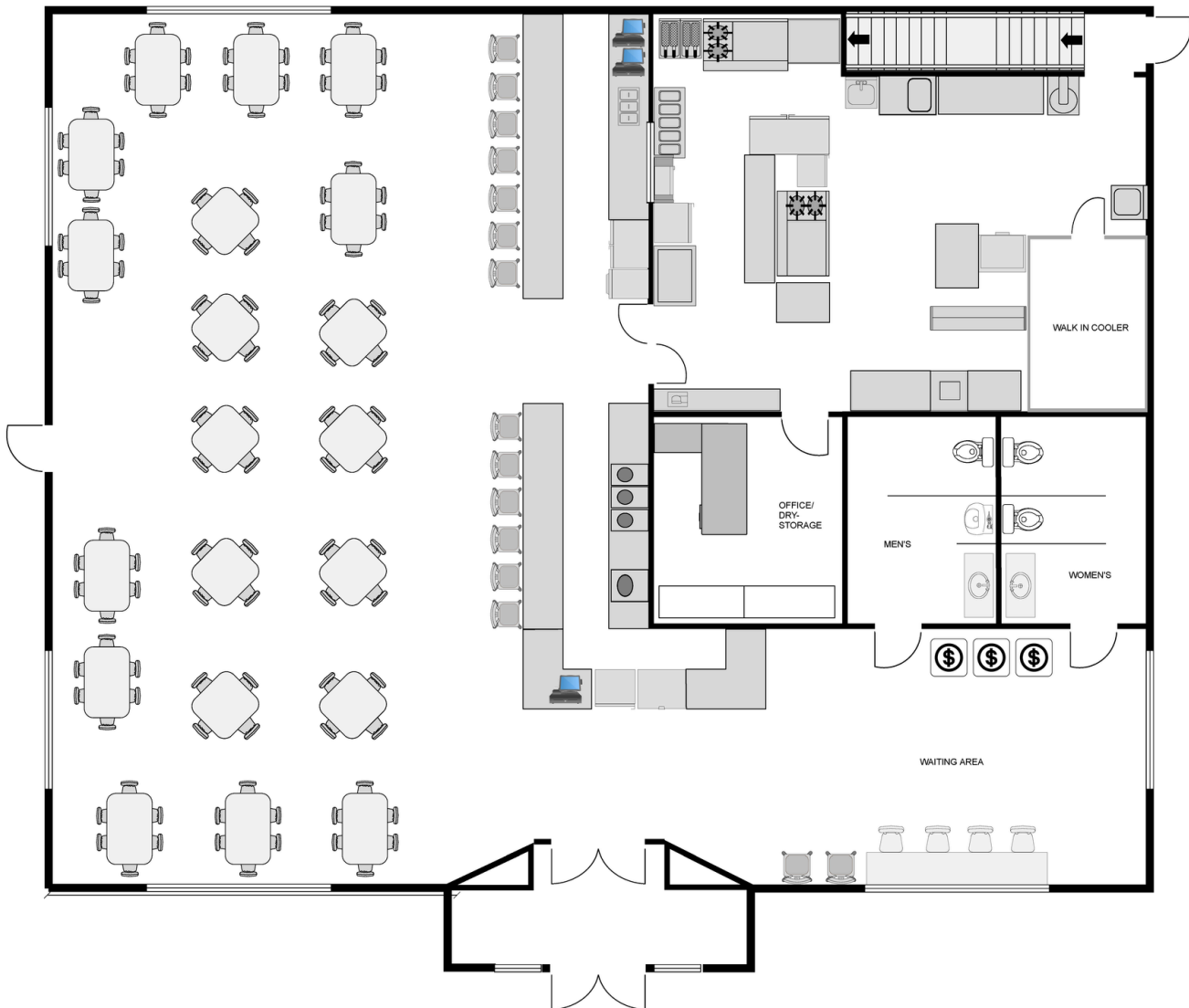
## WELL ESTABLISHED AND PROFITABLE RESTAURANT + BAR



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# FLOOR PLAN

Main Level

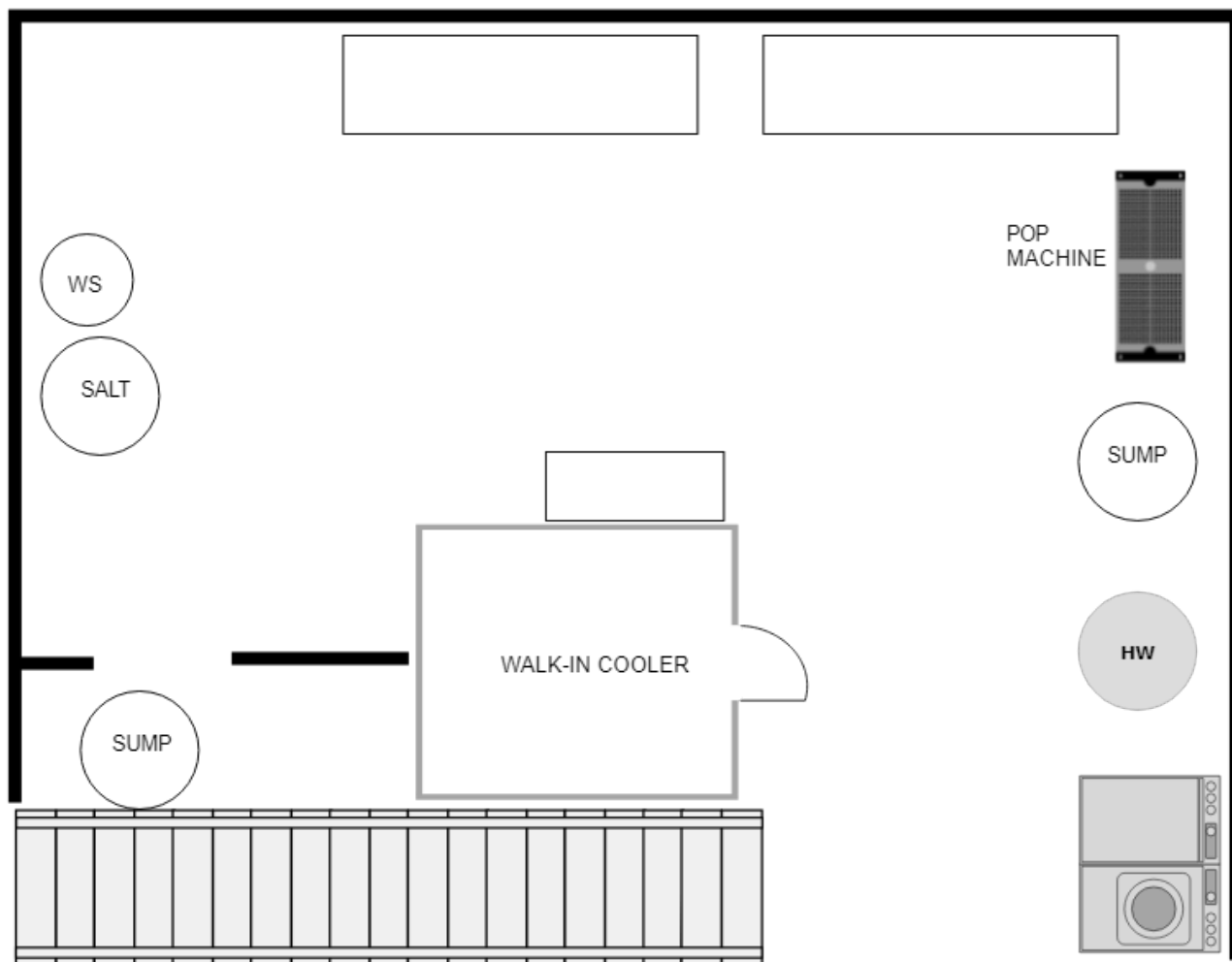


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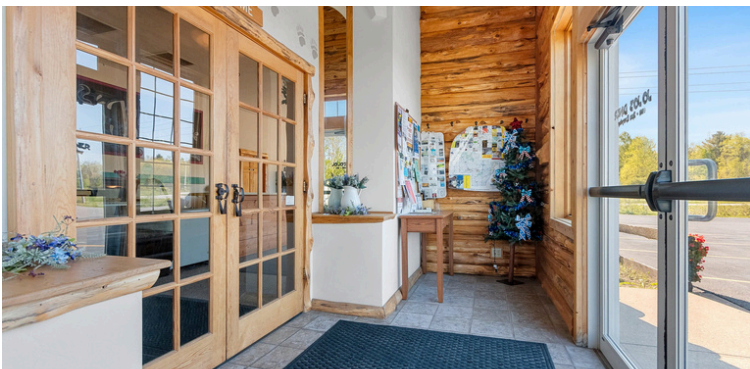
# FLOOR PLAN

Basement



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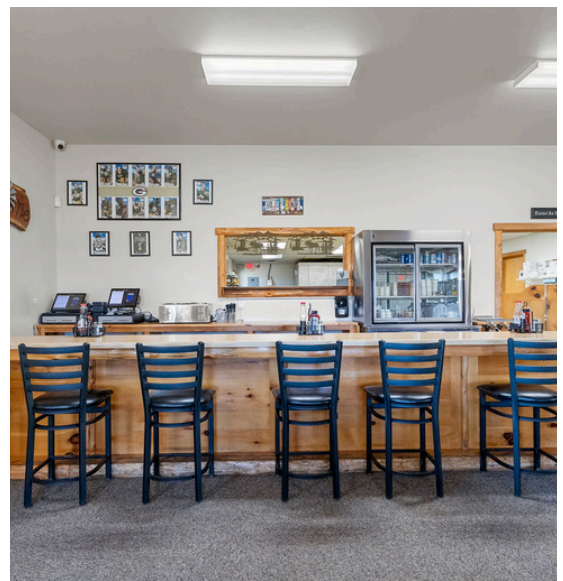
# PHOTOS



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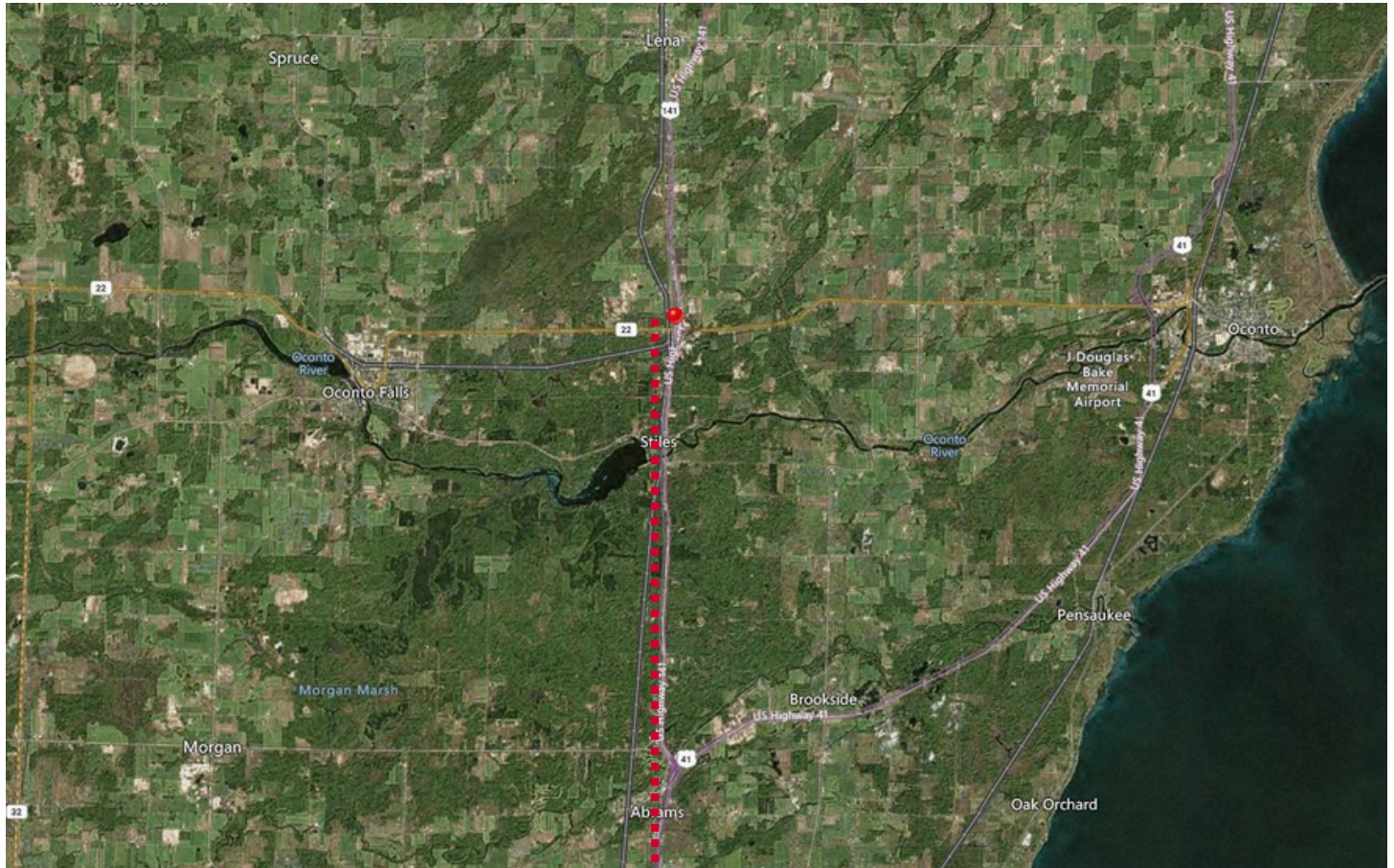
# PHOTOS



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# LOCATION HIGHLIGHTS

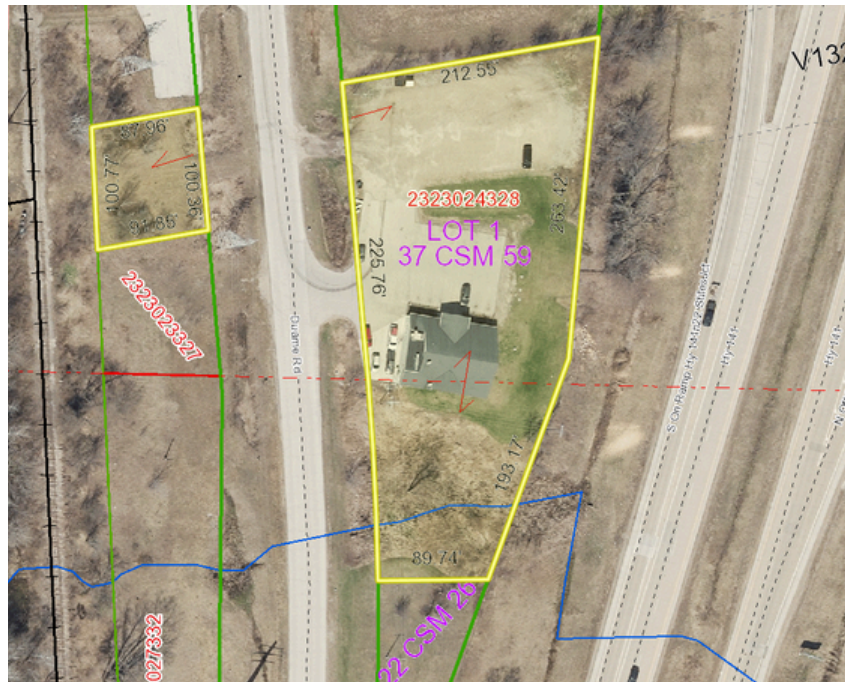


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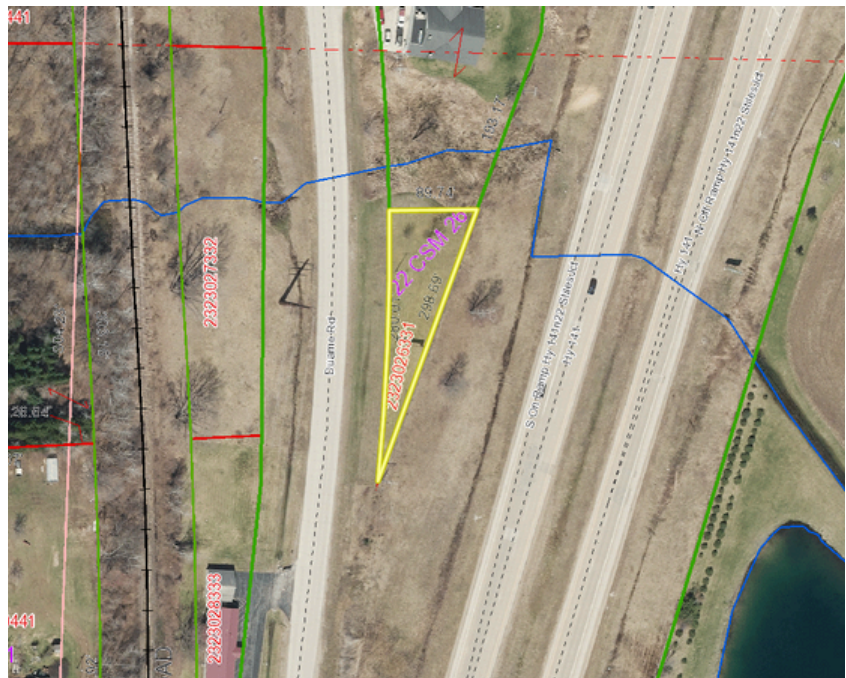


# GIS MAP

PARCEL  
042323024328  
1.786 ACRES



PARCEL  
042323026331  
0.270 ACRES



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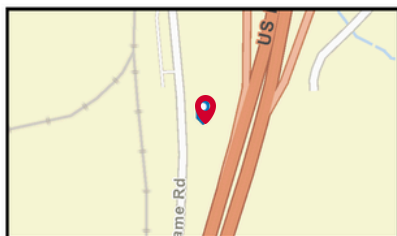
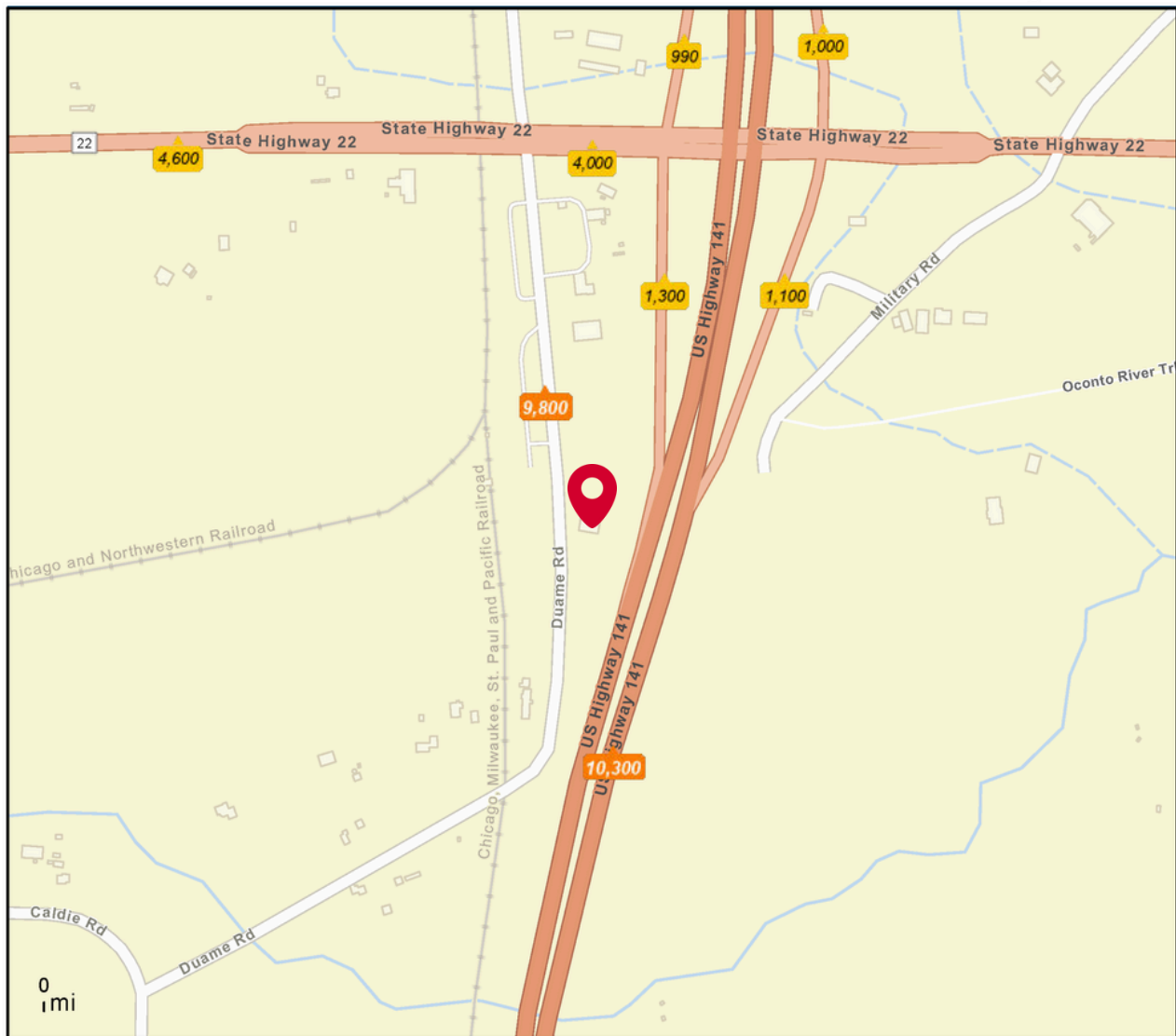
# AERIAL PHOTOS



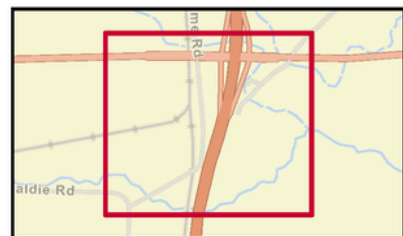
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# TRAFFIC MAP



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q4 2023).

April 16, 2024

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# DEMOGRAPHICS

Figures prepared from esri

	5 Mile Radius	10 Mile Radius	15 Mile Radius
<b>Population</b>	5354	18353	35371
<b>Median Age</b>	44.3	44.2	43.8
<b>College or Advanced Degree</b>	32.3%	31.3%	33.4%
<b>Median Household Income</b>	\$66,058	\$67,746	\$71,759
<b>Average Household Income</b>	\$82,795	\$86,876	\$91,034
<b>Owner Occupied</b>	91.3%	91.5%	89.1%
<b>Projected Population Growth 2022-2027</b>	0.37%	-0.11%	-0.09%

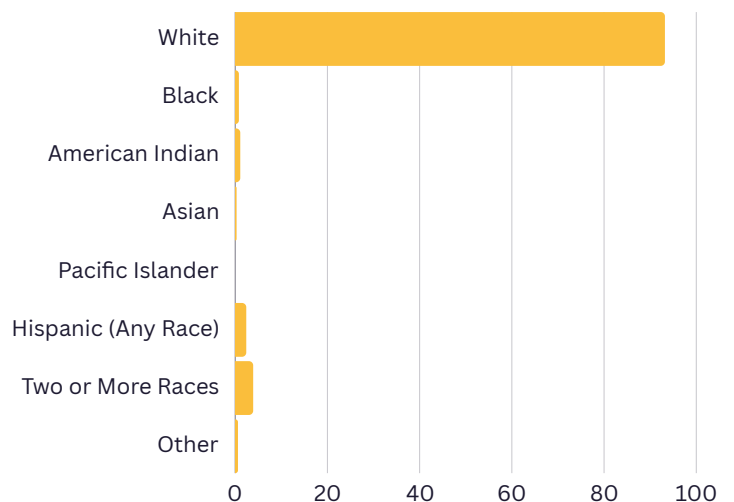


## AREA BUSINESSES

KWIK TRIP  
DUAME SAND & GRAVEL  
A&W  
RIVERWOOD SALOON & CAMPGROUND  
HSHS ST CLARE MEMORIAL HOSPITAL  
OCONTO FALLS SCHOOL DISTRICT  
PIGGLY WIGGLY  
DAIRY BARN  
NORTHWOODS POWER SPORTS  
YOAP & YOAP AUCTION HOUSE  
GARDEN SPOT FLOWER SHOP  
BRUBAKERS AMISH STORE



## 2022 RACE AND ETHNICITY



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# AGENCY DISCLOSURE

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## WISCONSIN REALTORS® ASSOCIATION

4801 Forest Run Road, Madison, WI 53704

## Hospitality Services Corp.

Effective July 1, 2016

### DISCLOSURE TO 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 57-66).

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 24-40).

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.

22 This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain  
23 language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

24 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the  
25 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person  
26 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to  
27 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the  
28 Firm is no longer providing brokerage services to you.

29 The following information is required to be disclosed by law:

30 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 57-66).

31 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection  
32 report on the property or real estate that is the subject of the transaction.

33 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may  
34 list that information below (see lines 36-40). At a later time, you may also provide the Firm or its Agents with other  
35 information you consider to be confidential.

36 CONFIDENTIAL INFORMATION: \_\_\_\_\_

37 \_\_\_\_\_

38 NON-CONFIDENTIAL INFORMATION (the following information may be disclosed by the Firm and its Agents): \_\_\_\_\_

39 \_\_\_\_\_

40 \_\_\_\_\_ (Insert information you authorize to be disclosed, such as financial qualification information.)

41 By signing and dating below I /we acknowledge receipt of a copy of this disclosure and that

42 \_\_\_\_\_ and \_\_\_\_\_ are

43 \_\_\_\_\_ Agent's Name

\_\_\_\_\_ Firm's Name

44 working as: (Owner's/Listing Broker's Agent) (Buyer's/Tenant's Agent or Buyer's Broker's Agent) **STRIKE ONE**

**45 THIS IS A DISCLOSURE AND NOT A CONTRACT. Wisconsin law required the Firm to request the customer's**  
**46 signed acknowledgment that the customer has received a copy of this written disclosure statement if the Firm**  
**47 will provide brokerage services related to real estate primarily intended for use as a residential property**  
**48 containing one to four dwelling units. SIGNING THIS FORM TO ACKNOWLEDGE RECEIPT DOES NOT CREATE**  
**49 ANY CONTRACTUAL OBLIGATIONS BY EITHER THE CUSTOMER OR THE FIRM.**

**50 See the reverse side for definitions and sex offender registry information.**

51 \_\_\_\_\_

52 Customer Signature

Date

Customer Signature

Date

53 Customer's Name: \_\_\_\_\_

Customer's Name: \_\_\_\_\_

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.

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Drafted by Attorney Debra Peterson Conrad ®

Produced with zipForm® by zipLogix 18070 Fifteen Mile Road, Fraser, Michigan 48026 www.zipLogix.com



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54 **NOTICE ABOUT SEX OFFENDER REGISTRY**

55 You may obtain information about the sex offender registry and persons registered with the registry by contacting the  
56 Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.

57 **DEFINITION OF MATERIAL ADVERSE FACTS**

58 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such  
59 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable  
60 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction  
61 or affects or would affect the party's decision about the terms of such a contract or agreement.

62 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee  
63 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural  
64 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information  
65 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a  
66 contract or agreement made concerning the transaction.