



# WAUBEE LAKE LODGE FOR SALE



18398 Waubee Park Lane, Lakewood, Wisconsin 54138

## **RICK GUNTZEL**

Associate Broker

612-889-8100

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



# BUSINESS OVERVIEW

## HIGHLIGHTS

Waubee Lake Lodge is a rare opportunity to acquire a well-established, turnkey hospitality business in the heart of Wisconsin's Northwoods. Located on the pristine shores of Waubee Lake, just outside of Lakewood, this full-service resort has been a regional destination for decades, offering year-round lodging, dining, and event hosting.



The property features a welcoming main lodge with a spacious bar and restaurant; several well-appointed lodging units, including lakeside suites and cabins; and dedicated event space that caters to weddings, reunions, corporate retreats, and community gatherings. With direct lake access, private beach frontage, and close proximity to snowmobile and ATV trails, Waubee Lake Lodge is ideally positioned to serve both vacationers and outdoor enthusiasts.

A longstanding reputation, repeat clientele, and trained staff make this a seamless transition for new ownership. Whether you're seeking an investment with cash flow potential or a lifestyle business in a scenic setting, Waubee Lake Lodge presents a compelling opportunity to own a Northern Wisconsin landmark.

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# BUSINESS OVERVIEW



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**Asking Price**

\$4,700,000\*

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**\*Seller Financing**

Up to 10% of the Purchase Price for Qualified Buyer

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**Gross Revenue**

Available with Signed Non-Disclosure Agreement

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**Furniture, Fixtures & Equipment**

\$250,000, included in asking price

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**Estimated Inventory**

\$35,000, not included in asking price

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**Real Estate**

\$4,000,000, included in asking price

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# PROPERTY FEATURES



## SQUARE FEET

13 Buildings (5 Garages)  
33,496 (without garages)



## LOT SIZE

5.75 acres and 353 feet of  
lakeshore, included in  
asking price



## CAPACITY

Rental Units: 24  
Beds: 50  
Banquet: 210 Guests



## PARKING

100 spaces



## YEAR ESTABLISHED

2006



## EMPLOYEES

31



## NIGHTLY RATES

\$129-\$239 (approx.)



## BOAT SLIPS

10

## WELL ESTABLISHED AND PROFITABLE YEAR-ROUND LODGING

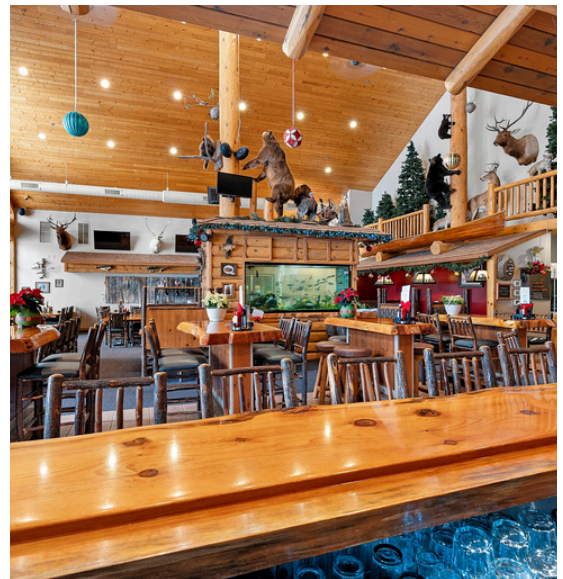
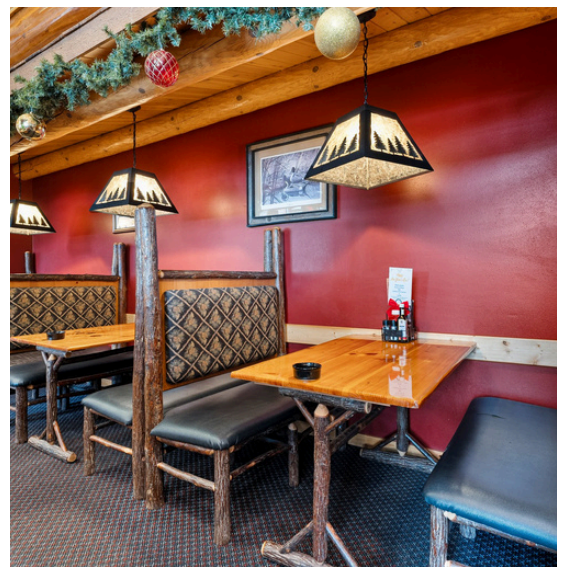


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# PHOTOS

## BAR/RESTAURANT



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# PHOTOS

## EVENT CENTER/KITCHEN/Common Area



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# PHOTOS

## SUITE INTERIORS



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# PHOTOS

## CABINS

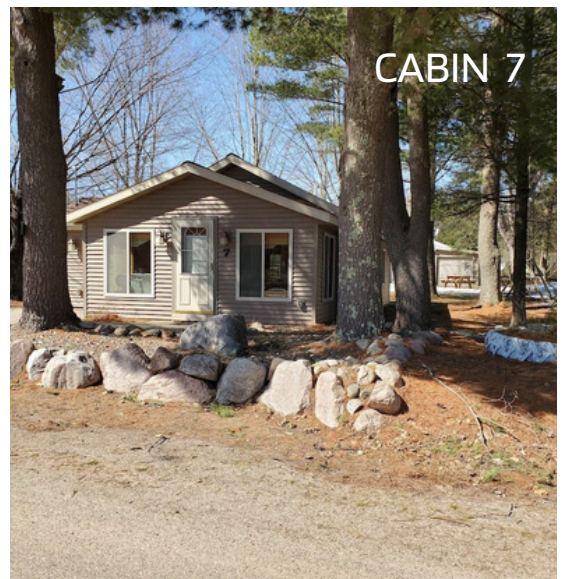


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# PHOTOS

## CABIN INTERIORS



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# LOCATION HIGHLIGHTS



8398 Waubesa Park Lane, Lakewood, Wisconsin 54138



# LOCATION HIGHLIGHTS



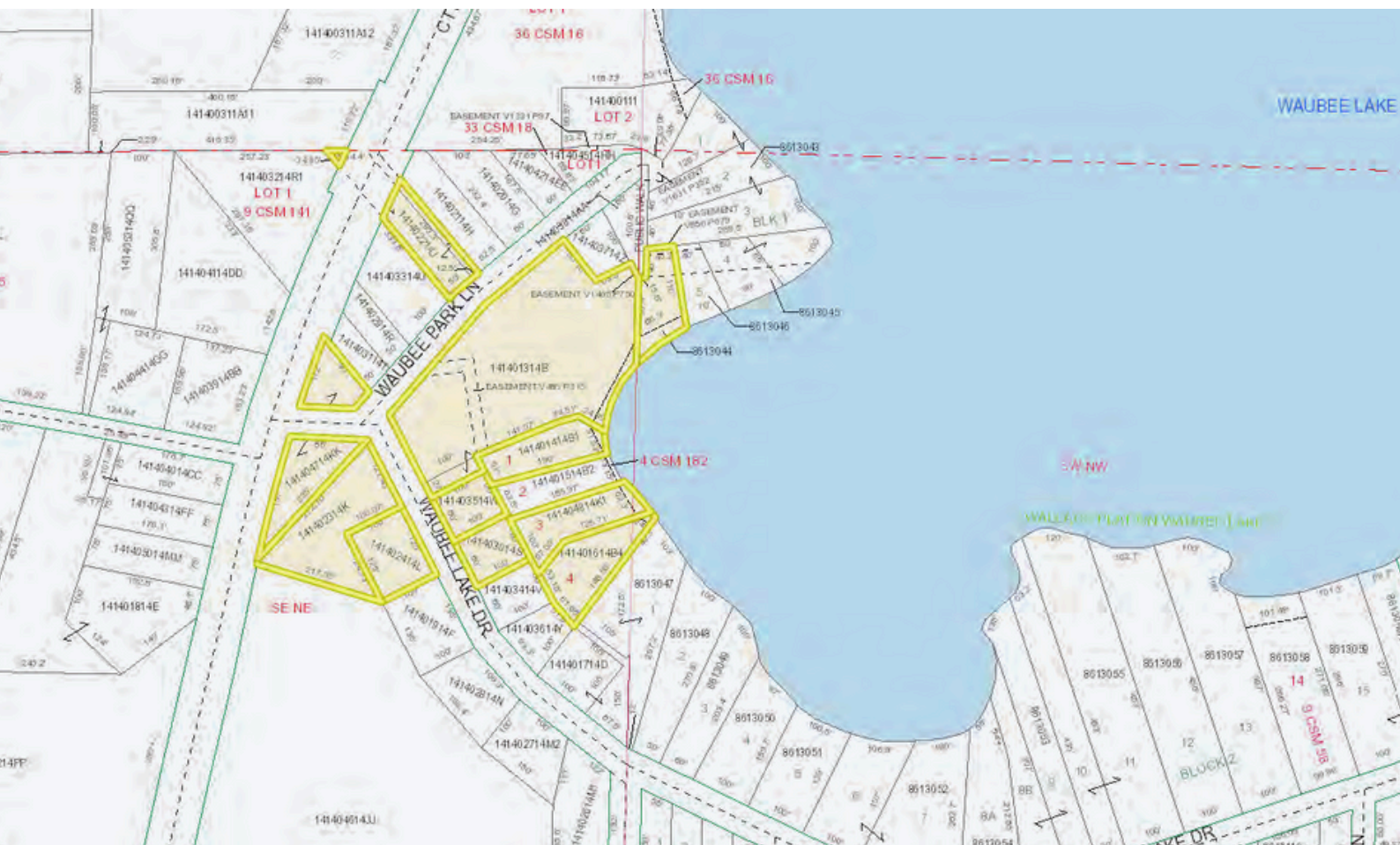
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# LOCATION HIGHLIGHTS



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# DEMOGRAPHICS

Figures prepared from esri

	5 Mile Radius	10 Mile Radius	15 Mile Radius
<b>Population</b>	746	3,545	6,789
<b>Median Age</b>	64.6	63.6	61.9
<b>Median Household Income</b>	\$60,349	\$58,866	\$54,624
<b>Average Household Income</b>	\$80,712	\$78,592	\$72,522
<b>Owner Occupied</b>	28.2%	29.1%	28.7%
<b>Projected Population Growth 2022-2027</b>	-0.19%	-0.23%	-0.25%

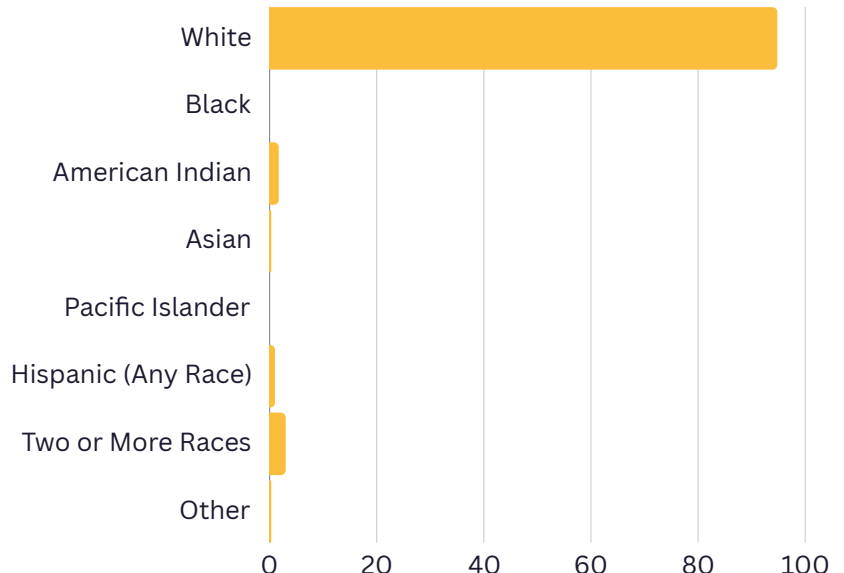


## AREA BUSINESSES

Amy's Wine Cellar at Nicolet  
Family Dollar  
Fishing Boating Outdoor  
Lakewood Cellular  
Lakewood Hardware & Lumber Inc.  
Lakewood Motorsports  
Lakewood Supervalu  
Laona State Bank  
McCauslin Brook Golf Course  
Picket Fences Gift Shoppe  
YMCA Camp Nan A Bo Sho



## 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®

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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.