

DESTINATION SALOON ALONG LAKE PEPIN FOR SALE



W3527 WI-35 #7900, Maiden Rock, Wisconsin 54750

RICK GUNTZEL

Associate Broker

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BUSINESS OVERVIEW

HIGHLIGHTS

Six String Saloon combines historic charm, a proven hospitality operation, and multiple income-producing opportunities in one of Wisconsin's most scenic tourism destinations. The property overlooks Lake Pepin and combines a successful restaurant and bar with a



beautifully finished three-bedroom residence, currently utilized as a short-term rental. A second similarly sized apartment has been framed and roughed in, presenting the opportunity to complete an additional three-bedroom, two-bath residence for rental income, owner occupancy, or guest accommodations.

Current ownership transformed what was once a modest neighborhood tavern by acquiring and expanding into the adjoining building, creating the spacious destination guests enjoy today. The result is an inviting venue featuring soaring knotty pine ceilings, exposed historic brick, a custom live-edge bar, expansive dining areas, commercial kitchen, and an outdoor deck overlooking Lake Pepin. The business is a popular gathering place for locals, tourists, motorcyclists, boaters, and visitors exploring western Wisconsin's renowned river communities.

For owner-operators, the finished residence provides an exceptional living space or supplemental rental income. For investors, the unfinished second apartment offers an opportunity to further diversify revenue by creating another premium residential unit. Combined with an established hospitality business and a landmark downtown location, Six String Saloon presents a unique opportunity to acquire a lifestyle business with multiple avenues for future growth.

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BUSINESS OVERVIEW

REVENUE OPPORTUNITIES

Diversified revenue sources provide stability while creating opportunities for future growth. In addition to food and beverage sales, the property benefits from:

- Pull Tabs & Gaming
- Live Entertainment & Events
- Merchandise
- Existing Airbnb or Short-Term Rental
- Future Second Airbnb or Long-Term Rental
- Manager or Employee Housing



This balanced revenue mix helps reduce reliance on a single income source while offering flexibility to adapt to changing market conditions.

Asking Price	\$ 695,000, includes real estate
Gross Revenue	Available with Signed Non-Disclosure Agreement
Furniture, Fixtures & Equipment	\$50,000, included in asking price
Inventory	\$20,000, not included in asking price
2025 Real Estate Taxes	\$8,039

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PROPERTY FEATURES



SQUARE FEET

Restaurant: 1,500
Completed Apartment: 1,036
Framed Apartment: 1,000

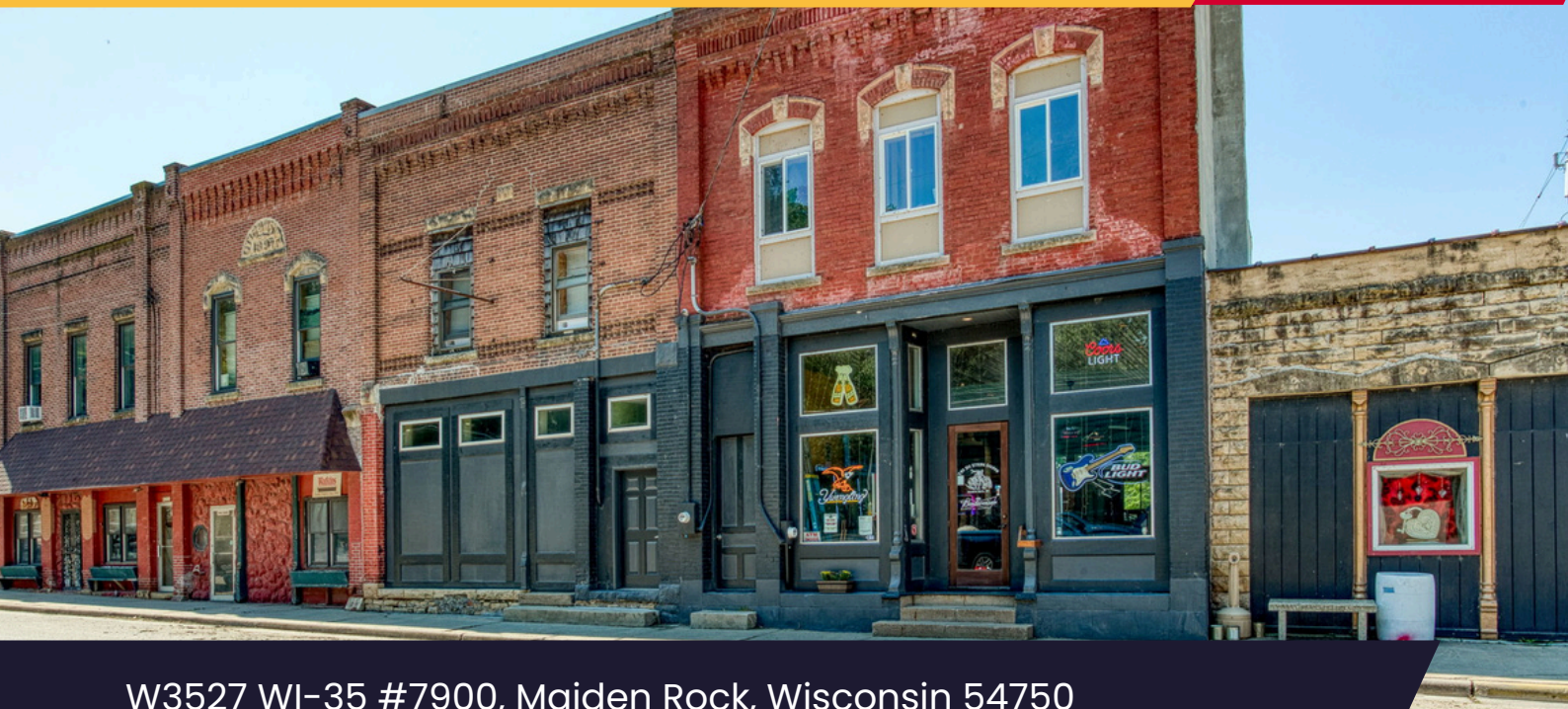


CAPACITY

Approximately 125

Built in 1901, this well-maintained mixed-use property combines historic architecture with functional commercial improvements. The restaurant offers a generous dining space, custom-built bar, fully equipped commercial kitchen designed for efficient operations, and an outdoor deck that overlooks Lake Pepin. The upper level has one completed three-bedroom, two-bath residence, and a second apartment that has been framed and roughed in for future completion.

HISTORIC CHARM.
MULTIPLE REVENUE STREAMS.
EXCEPTIONAL OPPORTUNITY.



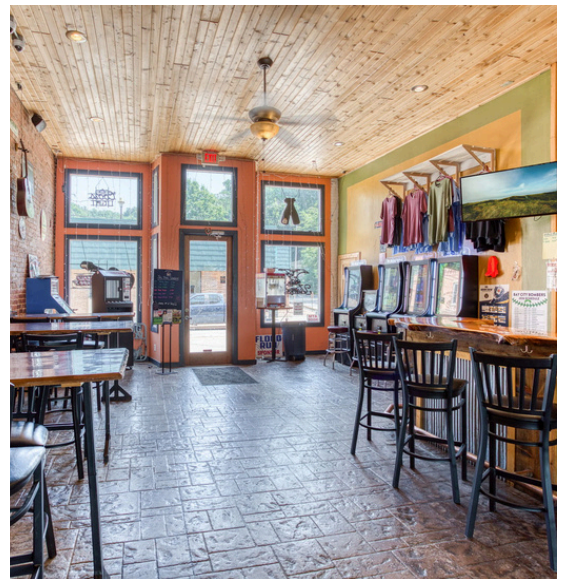
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PHOTOS

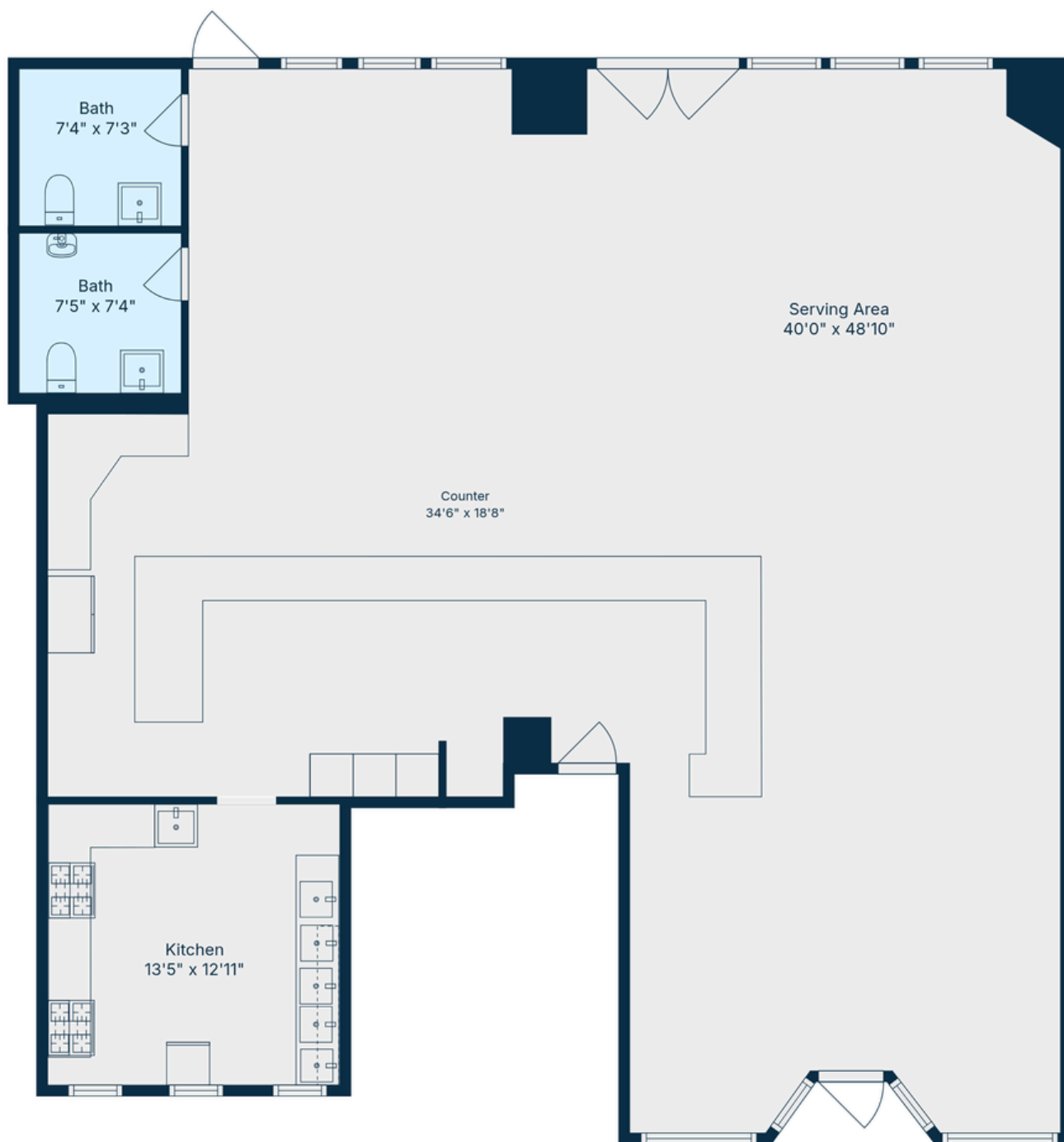
Main Floor



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FLOOR PLAN

Main Floor



TOTAL: 1502 sq. ft
1st floor: 1502 sq. ft

Floor Plan Created By Cubicasa App. Measurements Deemed Highly Reliable But Not Guaranteed.

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PHOTOS

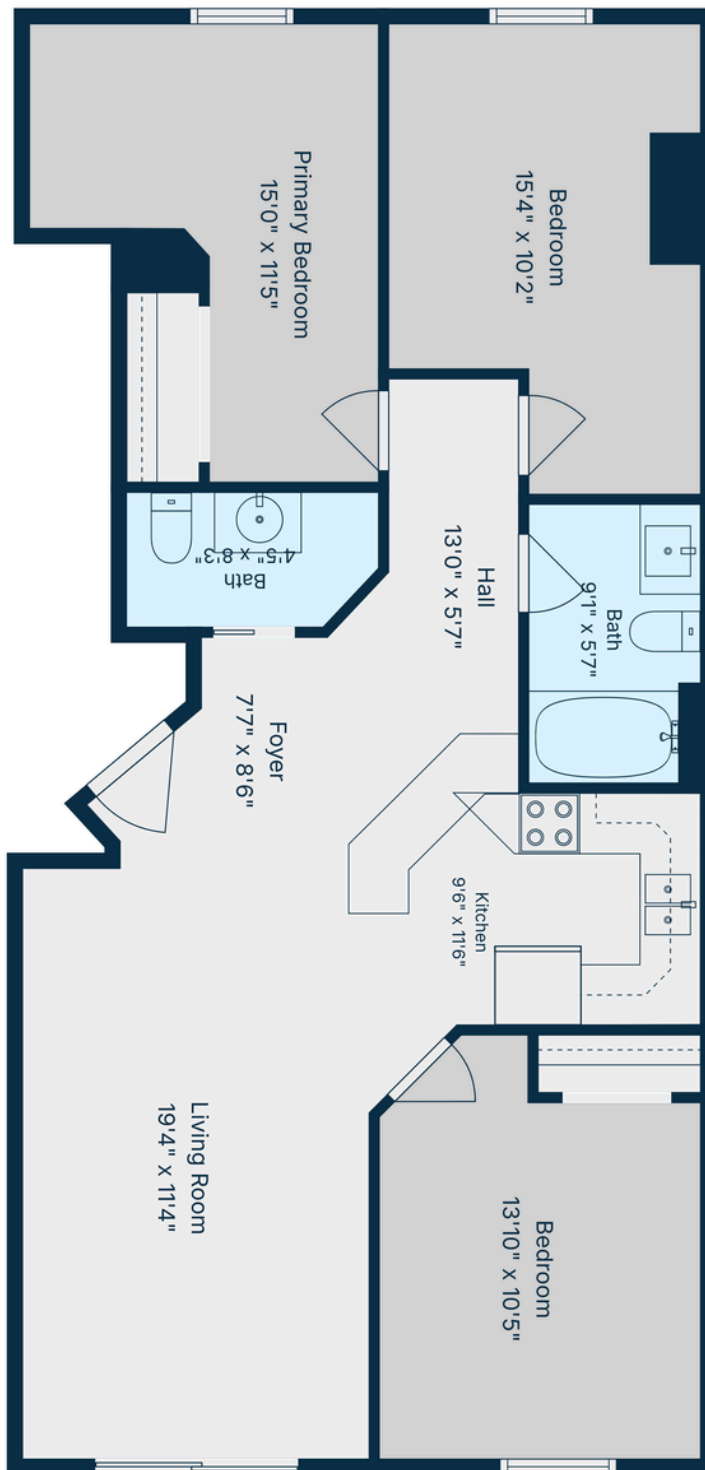
Completed Apartment



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FLOOR PLAN

Completed Apartment



TOTAL: 1036 sq. ft
1st floor: 1036 sq. ft

Floor Plan Created By Cubicasa App. Measurements Deemed Highly Reliable But Not Guaranteed.

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LOCATION HIGHLIGHTS



LAKE PEPIN

MAIDEN ROCK



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DEMOGRAPHICS

Figures prepared from esri



TRAFFIC COUNT: 1,800 vehicles per day

	5 Mile Radius	10 Mile Radius	15 Mile Radius
Population	1,794	13,296	39,420
Median Age	53.0	49.4	46.0
College or Advanced Degree	47.3%	42.6%	40.9%
Median Household Income	\$101,306	\$110,987	\$106,368
Average Household Income	\$124,527	\$110,987	\$106,368
Owner Occupied	65.0%	68.1%	68.3%
Projected Population Growth 2022-2027	0.35%	0.12%	0.19%

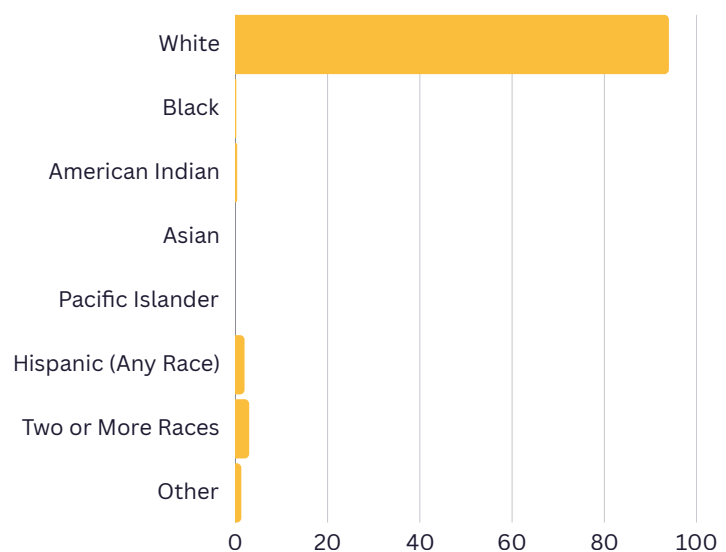


AREA BUSINESSES

Hiawatha National Bank
Hop Dish & Vine
Humble Moon Folkstead and Saloon
Maiden Rock Inn
Maiden Rock Mercantile
Maiden Rock Retreat
Maiden Rock Winery & Cider
Mount Frontenac Golf Course
Smiling Pelican Bake Shop
Stockholm Health Clinic
Tesoro Gas Station
Venus & Ole's



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.