

GREENTREES CARAVAN STORE

 *Hurn Road, Dereham, Norfolk, NR19 1WD*

FREEHOLD: GUIDE PRICE: £3,250,000 Plus Stock.

LEASEHOLD: GOODWILL PREMIUM £1,125,000 plus stock. Annual rent £150,000



Christie & Co are instructed to offer to the market a renowned family business that has long been established as the leading caravan and motorhome dealer in East Anglia and is a main dealer to the major brands Bailey, Swift and Eldis.

The business trades from a circa 2 acre site which includes a purpose built two storey showroom from which the sales, aftersales, parts and servicing departments are run as well as being home to the extensive accessory shop.

The facilities also include customer parking and external caravan display areas to the front and rear of the building, in all providing space for in excess of 120 vans. The workshop is an 8 bay workshop with a wide range of specialist equipment and a team of 10 qualified mechanics.

The business is available on a freehold or leasehold basis.



KEY INVESTMENT HIGHLIGHTS



Circa 2 acre site in main
A Road position



Award winning and long
established business



Genuine retirement sale



Turnover 2022:
£10,408,681. 2021:
£8,856,664.



Growth industry and
limited local
competition.



Retail space for
approximately 120
caravans.



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[TO TAKE A VIRTUAL TOUR
OF THE PROPERTY.](#)

Property Details

The building was erected in 2000 and offers 667sqm (7,178sqft) of retail, office and workshop space.

The external areas are well designed with great signage and dedicated drop off zones, ample customer parking with easy level access to the showroom. To the rear of the main building is a large level, caravan display area which is clearly visible from the A47.

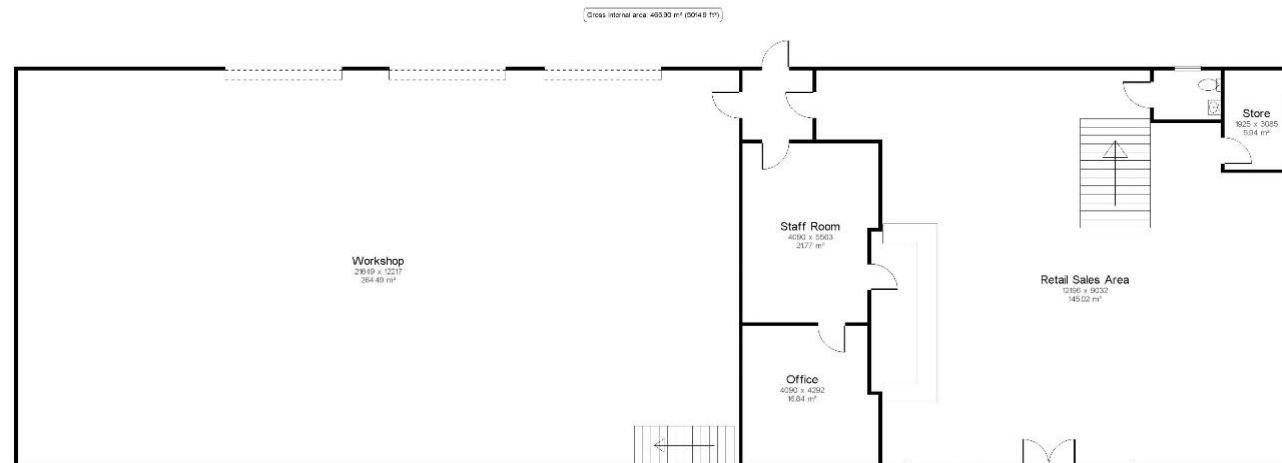
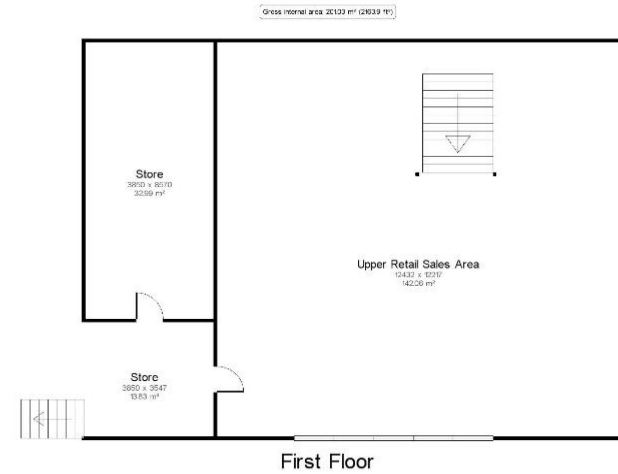
The owners also have an additional workshop to the right of the main showroom, which the owners intend to retain, but would consider leasing, if it is required by the purchasers.

The Opportunity

The business has built a strong customer base with a high percentage of repeat custom and reputation for exceptional customer service.

The business has four distinct revenue streams, new caravans, used caravans, workshop and retail / accessory sales. There are opportunities to grow each of these revenue centres.

The market for motorhomes has been growing so represents another opportunity to grow in this highly profitable segment of the market.



LOCATION

The business is located on the A47 on the outskirts of Dereham and around 15 miles from the regional capital of Norwich. The latest census data shows there to be 383,746 people living within a 25km radius of the site

The Norfolk area is a particularly popular holiday destination with people visiting the Norfolk Broads and the Norfolk Coast which is designated an area of outstanding natural beauty. The business is well located to benefit from this.

Greentrees Caravan Store is the largest caravan dealership in the area and has little local competition.





OTHER INFORMATION

FINANCIAL INFORMATION

Full accounting information is available via our marketing data room.

OPENING HOURS

9.00am – 5.00pm

Monday – Saturday

10.00am – 4.00pm

Sundays and Bank Holidays

STAFF

Full staffing information can be provided upon request.



CONTACT

No direct approach may be made to the business. For an appointment to view, please contact the vendor's agent:

Tom Glanvill
Director – Garden Centres & Retail
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E tom.glanvill@christie.com

CONDITIONS OF THESE PARTICULARS

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The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 came into force on 26 June 2017. This now requires us to conduct due diligence on property purchasers. Once an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residence.

