

Leasehold Opportunity

£200,000

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# WET DOG SURF SHOP

Well-established and successful surf shop business, with two prominent seaside locations, strong customer base and huge potential to grow.

Cromer and Wells-next-the-Sea

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# BUSINESS SUMMARY



**1.** Successful, well-established and profitable surf shop business operating from two stunning coastal locations, Cromer and Wells-next-the-Sea in North Norfolk.

**2.** £200,000 asking price + stock at valuation, plus £12,000pa rent for Cromer unit and £12,000pa + VAT for Wells-next-the-Sea unit.

**3.** Exclusive stockist for high quality brands such as Rip Curl and Billabong.

**4.** Scope for growth into other coastal locations as well as online sales and further product lines.

**5.** Ideal lifestyle business for watersports enthusiasts and beach lovers.

# DESCRIPTION



Paul Hubbard Commercial is proud to present an exciting business opportunity with one of the leading watersports and beach lifestyle retailers on the East Coast.

Wet Dog currently operate from two locations, Cromer and Wells-next-the-sea, and specialise in selling high quality apparel, equipment and clothing for surfers, watersports enthusiasts and those who enjoy the beach lifestyle, all year around.

Opening in 2012, the business has gone from strength to strength and is now recognised as the go-to place for both tourists and locals alike, having built up a fantastic reputation through their extensive product range, high quality gear and top level customer service. The business was even voted in the Top 7 Retailers in Norfolk in 2022 by the readers of the Eastern Daily Press, which shows how highly regarded they are locally.

Due to a change in circumstances, the owners are now looking to sell the business to someone with the passion and energy to build on their hard work and take the business to the next level.

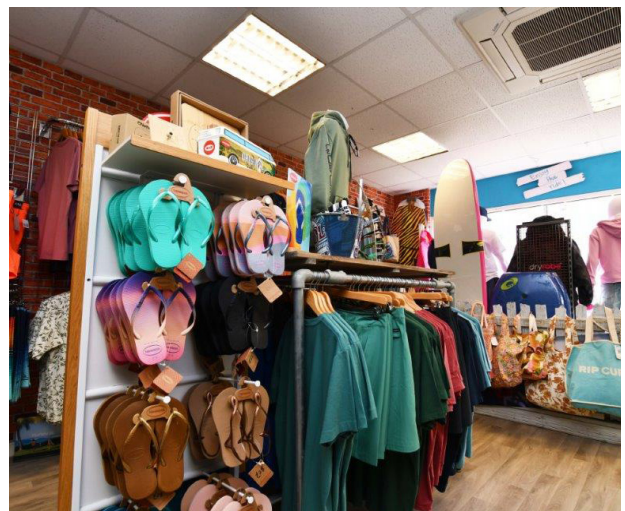
Both shops are in fantastic locations, just a stone's throw from the beaches in Cromer and Wells which have helped them capitalise on the huge influx of visitors both towns receive over the summer months.

The business has exclusive contracts with some of the biggest brands in the industry such as Rip Curl and Billabong, giving them a unique position in the market and the ability to cater for a wide range of customer needs.

In addition, both also stock a wide range of products from brands such as Quiksilver, O'Neill, Roxy, Reef, Havaianas, Santa Cruz, Saltrock, DryRobe, , Hurley, Surf Worx, Aztron and Osprey, Nalu Beads, Northcore, Alder, Swim Secure, Sun Bum and Sola.

Products include surf boards, body boards, stand up paddle boards (SUPs), wet suits, dry robes, hoodies, hats, t-shirts, flip flops, swimsuits, board shorts, sunglasses and everything else you could possibly need for a day at the beach or on the waves.

Accounts information can be provided upon request, and further details on each location, including floorplans and lease information, is included in the brochure.



# THE PROPERTIES

## 7 Tucker Street, Cromer, NR27 9HA

Rent payable: £12,000pa

**Lease:** Rolling lease with 3-month notice period, with potential to agree new long term lease with the landlord.

**Floorspace:** 782sq ft (72.2sq m) approx.

**Parking:** 1 private parking space to rear of property.

**Location:** The property is situated on a busy commercial road in Cromer on Tucker Street, alongside a number of other independant retailers. It is opposite Cromer Parish Church and has a number of pubs, restaurants and eateries nearby which caters to tourists and locals all year around. The shop is a short walk from Cromer seafront and pier, which presents fantastic opportunities to capitalise on the high footfall, especially throughout the summer months.

**Additional Notes:** The property is glass fronted and is equipped with an air conditioning and heating unit. There is a spacious, open-plan retail area with a fitting room, and access to the stock room, kitchen and WC. To the rear of the property is the exit to the private car park which overlooks the seafront.

## 3 The Quay, Wells-next-the-Sea, NR23 1FA

Rent payable: £12,000 + VAT

**Lease:** 3 year lease with 2 years remaining and option to renew.

**Floorspace:** 575sq ft (53.5sq m) approx.

**Parking:** No private parking available.

**Location:** This unit is in a stunning location overlooking the quay in Wells, which attracts an abundance of visitors all throughout the year. The business sits alongside a range of other independant establishments, including bakeries, seafood restaurants, gift shops, clothing outlets and many more, so this area benefits hugely from high footfall.

**Additional Notes:** The property has automatic sliding entrance doors which looking out to the stunning view of the quay. Inside, the shop benefits from underfloor heating, an alarm and CCTV system and double glazed windows. The main retail area includes a fitting room, with access to the WC, kitchen/ stock room and rear exit.





# THE BUSINESS

The business currently operates from two locations but has previously had an additional unit in Sheringham, so there is scope and demand for the brand to expand into other coastal locations. Although its primary area is North Norfolk, there is a lack of high quality competition in the industry so additional locations could be set up as far down as Southwold and Aldeburgh, depending on the new owners plans for growth.

The shop currently opens 7 days per week during the season, which runs from Easter until October and is of course the busiest time. The current owners have chosen to close the shop for 5 weeks at the start of each year and 1 week during November, however one of the many benefits to running a lifestyle business is the flexibility and freedom to decide when to open, and when not to.

The business does currently have a website and popular social media channels, however the owners

have identified these as areas that a new owner could really improve on. The existing website doesn't have an e-commerce function, so this is something which could be improved to generate new streams of revenue and grow the Wet Dog brand.

The majority of existing customers do not live locally, so improving and growing the online presence of the business, as well as bringing in new ordering functions to the website could be simple changes which help significantly increase revenue.

There are also certain product lines which could be introduced to both shops such as childrens clothing, and expanding the range of "Wet Dog" branded clothing, so there are a number of areas which a new owner could look to improve early on.





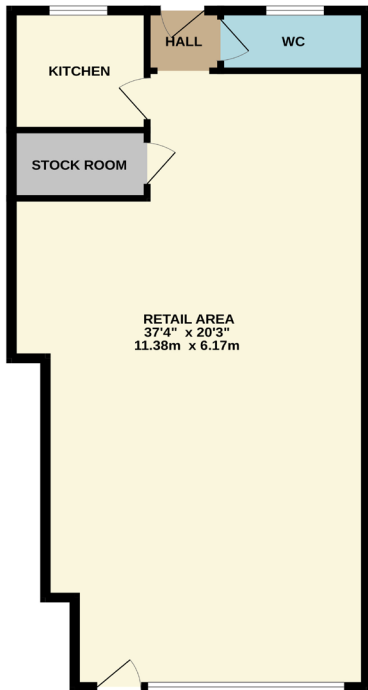






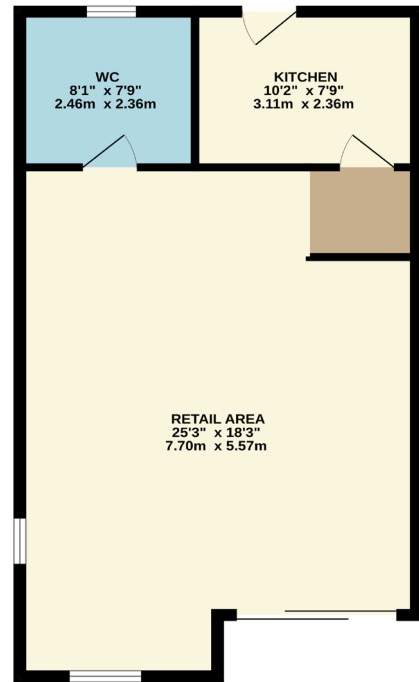
# FLOORPLANS

CROMER - GROUND FLOOR  
782 sq.ft. (72.7 sq.m.) approx.



TOTAL FLOOR AREA: 782 sq.ft. (72.7 sq.m.) approx.  
Whilst every attempt has been made to ensure the accuracy of the floorplans contained here, measurements of doors, windows, rooms and any other items are approximate and no responsibility is taken for any error, omission or mis-statement. This plan is for illustrative purposes only and should be used as such by any prospective purchaser. The services, systems and appliances shown have not been tested and no guarantee as to their operability or efficiency can be given.  
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WELLS-NEXT-TO-SEA - GROUND FLOOR  
575 sq.ft. (53.5 sq.m.) approx.



TOTAL FLOOR AREA: 575 sq.ft. (53.5 sq.m.) approx.  
Whilst every attempt has been made to ensure the accuracy of the floorplans contained here, measurements of doors, windows, rooms and any other items are approximate and no responsibility is taken for any error, omission or mis-statement. This plan is for illustrative purposes only and should be used as such by any prospective purchaser. The services, systems and appliances shown have not been tested and no guarantee as to their operability or efficiency can be given.  
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# RATES

Rateable Value: (1st April 2023 - present)

**Cromer: £11,250**

**Wells-next-the-Sea: £10,250**

**For guidance on business rates, please contact North Norfolk Council for more information.**



# LOCATION



Nestled along the picturesque coastline of eastern England, North Norfolk exudes timeless charm and natural beauty, making it an idyllic destination for those seeking a quintessential English lifestyle. With its stunning sandy beaches, windswept dunes, and serene countryside, North Norfolk offers a unique blend of coastal tranquility and rural allure. From the quaint villages with their thatched cottages to the vibrant market towns teeming with local shops and eateries, the area encapsulates the essence of traditional English living. Nature enthusiasts will delight in exploring the diverse landscapes, including the renowned Norfolk Broads, a network of navigable rivers and lakes rich in wildlife. With its rich heritage, thriving community, and breathtaking scenery, North Norfolk presents an unparalleled opportunity for those looking to embrace a lifestyle of timeless elegance and natural splendor.



We are a well-established Commercial Estate Agency who look to offer a fresh approach within an exciting property market.

With a strong team of experienced professionals, Paul Hubbard Commercial is a one stop shop for Commercial Sales and Lettings, providing you with a bespoke service catered to your needs. The areas we cover include Lowestoft, the whole of the East coast, all the way to Norwich and anywhere in between!



## WHY CHOOSE US

We can source your buyer wherever in the world they may be. With our experienced team, we will provide you with the best blend of local and national advertising to make sure you not only sell quickly, but achieve the best possible price.

No marketing costs - You'll find that most commercial agents charge anything up to £1000 up front to produce all the necessary marketing material on your property.

No long, sole agency contract - We never tie anyone into these agreements, we offer a rolling contract so you will have peace of mind that we will strive to work hard at all times in order to sell your property. If you were to ever feel otherwise then you could leave at any point after providing us with a 2 week notice period.

Nationwide advertising - With the power of the internet, we can source your buyer wherever in the world they may be. Rightmove is the largest property portal in the country and we at Paul Hubbard Commercial also pay for additional coverage within that platform, as well as subscriptions to commercial and business specific property portals to ensure your property is advertised thoroughly, and to the right kind of people.

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## CONTACT



To arrange a viewing or for more information on the property please contact Kayleigh Thorp at Paul Hubbard Commercial Ltd

01502 532 028

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