CONFIDENTIAL BUSINESS & REAL ESTATE OPPORTUNITY

Hainesville General Store

283 U.S. Highway 206 • Sandyston, New Jersey

Established Destination	Long-recognized general store, deli, bakery and prepared-food business.
Complete Package	Two adjoining lots (1.758 acres), operating business, equipment, inventory and goodwill.
Approximate Building Area	3,520 SF across first floor, second floor and basement storage/utility space.
Broker-Indicated Package Value	Approximately $857,000, subject to verification and final offering terms.

Prepared by Krumpfer Real Estate • September 2026

This overview is intended for qualified prospective purchasers and is not an appraisal, guarantee of earnings, or substitute for independent legal, financial, engineering, zoning, environmental, and business due diligence.

1. The Opportunity

The Hainesville General Store offers a rare opportunity to acquire an established operating business and the real estate from which it has built its identity. The offering combines an authentic country-store setting, a prepared-food and deli operation, a recognizable local name, Route 206 visibility, and multiple revenue channels within one integrated package.

Unlike a typical stand-alone restaurant or convenience store, this opportunity is difficult to replicate. A buyer is not starting from a vacant building or raw site; the purchaser can acquire an operating platform with existing customer recognition, kitchen infrastructure, fixtures, equipment, inventory, online presence, and a property whose character is central to the customer experience.

Why the opportunity is distinctive

- Long-established community recognition and destination appeal.
- General store, deli, bakery, prepared-food, catering and convenience-retail functions under one roof.
- Authentic century-old building character that would be difficult and costly to reproduce.
- Route 206 frontage serving local residents, commuters, recreation visitors and pass-through traffic.
- Limited direct competition and substantial barriers to recreating a comparable operation nearby.
- Potential for an owner-operator to live upstairs or use/lease the space for an approved business use.

Suitable buyer profiles

- Experienced deli, bakery, restaurant or convenience-store operator seeking ownership of the underlying real estate.
- Entrepreneurial owner-operator seeking an established platform rather than a ground-up startup.
- Family business capable of combining operations, management and community engagement.
- Regional food-service operator seeking a destination location with an existing brand and customer base.

2. Business Overview

The business is positioned as more than a traditional convenience store. Its operating concept combines essential local retail with higher-value prepared food, deli, bakery and catering offerings. That diversification helps the operation serve both routine local demand and destination customers.

Current operating components

- Breakfast and made-to-order food.
- Deli meats, cheeses, sandwiches and prepared salads.
- Bakery products and a recognized pie offering.
- Catering, platters and dessert trays.
- General-store and convenience-retail merchandise.
- Online ordering and established contact channels.
- Lottery, ATM and other ancillary customer services, subject to verification and transferability.

Transferable value

Subject to the final asset list and transaction documents, a purchaser may receive the established business name, customer relationships, operating history, website and telephone presence, recipes and product know-how, vendor relationships, equipment, displays, furniture and saleable inventory. The exact assets, licenses, accounts and contracts to be transferred should be confirmed during due diligence.

Earnings context

The current valuation model uses a four-year average Seller's Discretionary Earnings (SDE) of approximately $138,919 and a 2.5 income multiple, indicating a going-concern business value of approximately $347,297. The 2026 analysis uses actual operating results through August 31, 2026, including historically slower early-year months and the peak July-August season. Those eight months are normalized for legitimate non-recurring expenses and estimated depreciation/amortization, then converted to a 12-month equivalent. Prospective buyers should independently verify all revenue, expenses, add-backs, owner compensation and working-capital requirements.

3. Property Overview

The property is an owner-user retail and food-service offering consisting of two adjoining lots — Block 1101, Lot 13 and Block 905, Lot 5 — totaling approximately 1.758 acres. The improved property includes approximately 3,520 square feet of total building area, approximately 150 feet of U.S. Route 206 frontage, surface parking, outdoor customer space, kitchen and storage infrastructure, and a whole-building standby generator reported by the Seller to power the building and refrigeration equipment during outages.

Building Type	General retail with restaurant/deli and prepared-food use.
Approximate Total Area	3,520 SF.
Construction	Wood-frame building dating to the late 1800s; not represented as a formally designated historic landmark.
Parking	Approximately 15 surface spaces, subject to field verification.
Frontage	Approximately 150 feet on U.S. Route 206.
Zoning / Upstairs	Upper level may be occupied by the owner as a residence or used/leased for an approved business use; not an unrestricted third-party residential apartment.
Two Adjoining Lots	Block 1101, Lot 13 and Block 905, Lot 5, totaling approximately 1.758 acres per survey. Both lots are included in the sale; the current valuation assigns no separate contributory value to Lot 5.

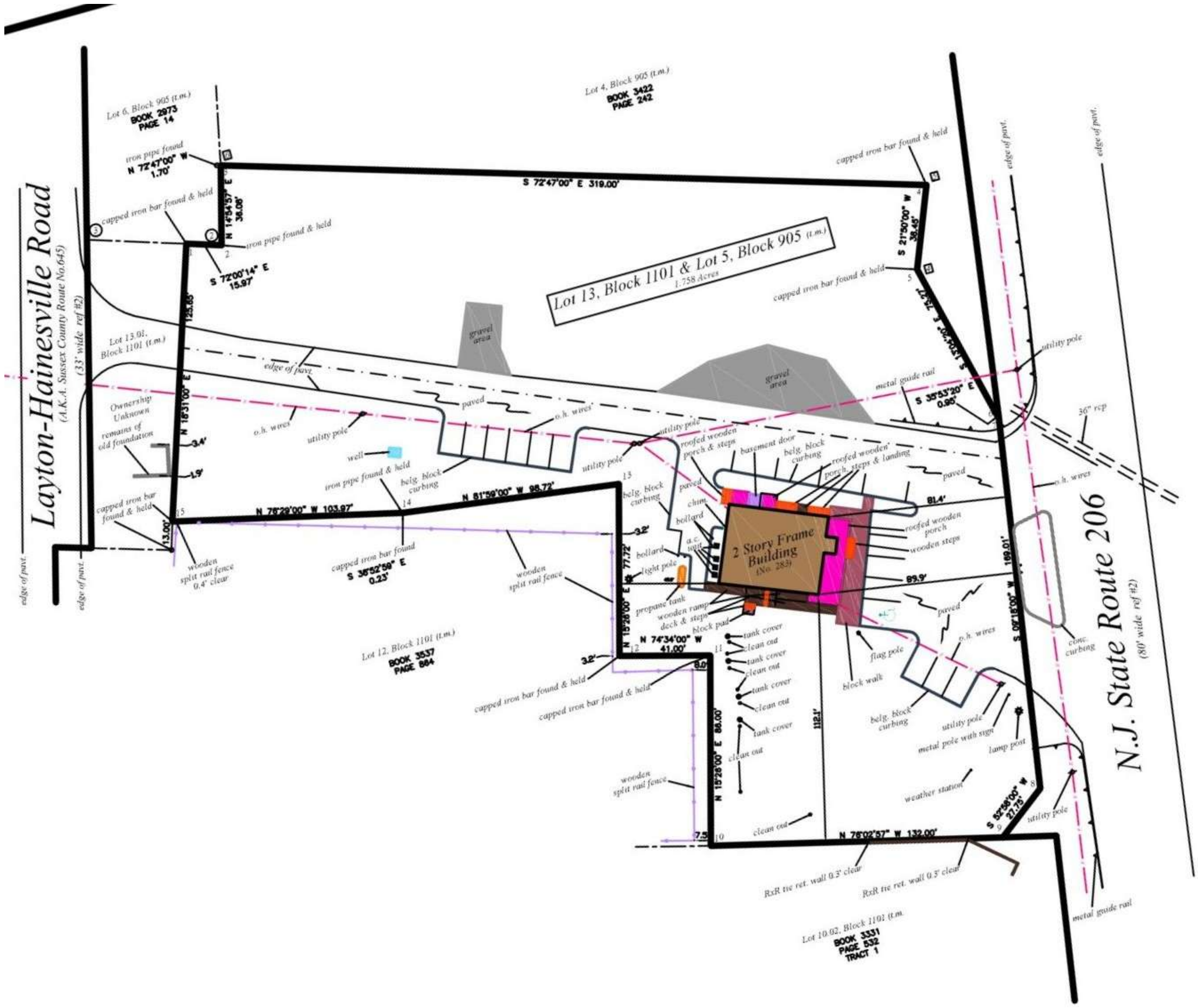
Functional allocation of the building

Area	Approx. SF	Valuation Weight	Primary Utility
First floor	1,190	100%	Retail, deli, kitchen and customer-facing operations
Second floor	1,315	75%	Owner occupancy or approved business use
Basement	1,015	25%	Storage, utilities and operational support

The weighting above is used only to reflect relative utility in the broker's valuation analysis. The entire 3,520-square-foot building is part of the offering.

Survey / Two-Lot Site Configuration

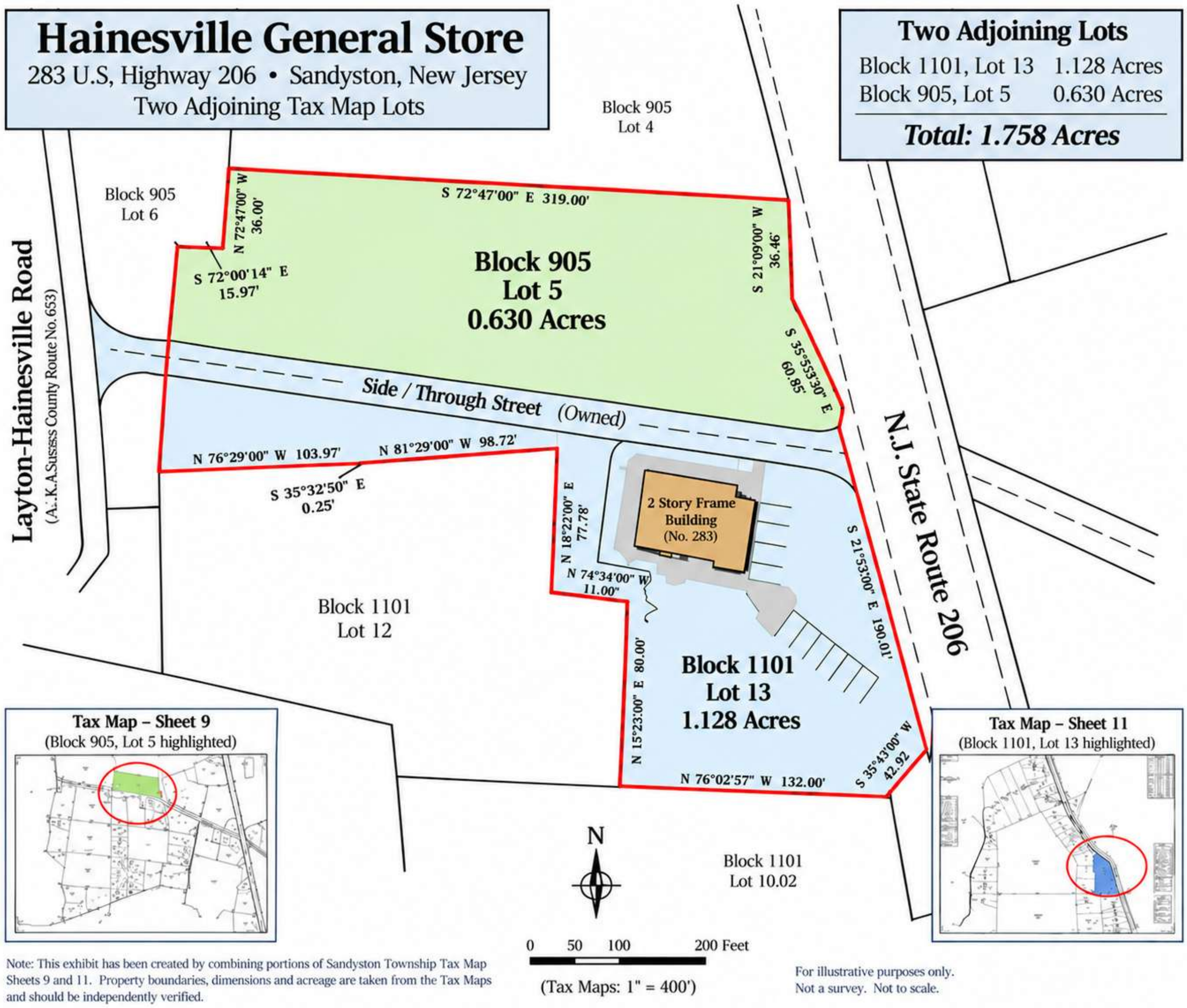
The survey depicts the two adjoining lots included in the offering — Block 1101, Lot 13 and Block 905, Lot 5 — as a combined tract totaling approximately 1.758 acres.



Survey excerpt provided for site-orientation purposes. Buyers should independently verify boundaries, title, acreage, easements and all rights affecting both lots.

Tax Map Overlay — Two Adjoining Lots

The preceding Survey page reproduces the survey information supplied for the property. This separate exhibit is a broker-prepared illustration created by overlaying portions of Sandyston Township Tax Map Sheets 9 and 11 to make the relationship between the two adjoining tax lots easier to visualize. It highlights Block 1101, Lot 13 (1.128 acres) and Block 905, Lot 5 (0.630 acres), which together total approximately 1.758 acres.



Illustrative tax-map overlay only — not a survey and not a legal boundary determination. Buyers should independently verify tax-map designations, boundaries, acreage, title, access, easements and all rights affecting both lots.

4. Property Character and Heritage Appeal

The property's age and authentic country-store architecture are not merely decorative. They form part of the customer experience and help distinguish the operation from a conventional modern convenience store. The current valuation therefore recognizes a separate $50,000 Heritage Premium within the real-estate value to reflect the distinctive character and difficult-to-replicate appeal of this specific building and site.

What the heritage appeal contributes

- Authentic atmosphere and visual identity that cannot be reproduced through ordinary tenant improvements.
- A memorable destination experience that supports customer loyalty and word-of-mouth marketing.
- A setting compatible with bakery, deli, local-food, recreation and tourism-oriented merchandising.
- Continuity with the established Hainesville General Store name and community recognition.

The property is not being represented as a legally designated historic landmark. Buyers should independently confirm whether any historical, zoning, building-code or preservation restrictions apply.

Outdoor and supporting areas

Exterior areas include parking, porch/deck elements and a lawn/picnic area that can support customer seating and seasonal use. All structural, accessibility, capacity, licensing and code matters should be independently verified.

5. Location, Traffic and Market Reach

The Hainesville General Store should not be evaluated as a neighborhood-only business. Its effective trade area extends well beyond the conventional one-, three- and five-mile demographic rings because the store captures local residents, daily commuters, contractors, hunters, anglers, campers, hikers, seasonal visitors and other pass-through customers traveling the Route 206 corridor.

U.S. Route 206 is the principal north-south throughway serving this part of Sussex County and continues north to the Delaware River crossing into Milford, Pennsylvania. The store is positioned along the travel path to extensive state and federal recreation lands, including High Point State Park, Stokes State Forest, the Delaware Water Gap National Recreation Area and Appalachian Trail access points.

Traffic and roadside demand

Reported Route 206 traffic	Prior commercial marketing materials for the adjoining property reported approximately 8,294 vehicles per day on U.S. Route 206. Current counts should be confirmed through NJDOT.
Commuter and pass-through trade	The corridor carries residents and workers traveling between northwestern New Jersey and the Milford, Pennsylvania area and regional employment and service destinations.
Outdoor recreation demand	The surrounding public lands generate hunting, fishing, hiking, camping, boating and sightseeing traffic, with meaningful seasonal and weekend demand.
Roadside capture opportunity	Prepared food, bakery items, beverages, convenience merchandise, picnic supplies and grab-and-go products are naturally suited to travelers and recreation customers.
Local customer base	Nearby residents provide recurring everyday demand, supported by comparatively strong household incomes and high owner-occupancy levels.

Why radius demographics understate the opportunity

A substantial portion of the customer base travels from outside the immediate residential radius. Route 206 visibility, commuter movement, recreation traffic, limited roadside competition and the store's destination identity broaden the effective trade area beyond the nearby household count.

6. Upside Opportunities

Since acquiring the Hainesville General Store in 2022, the current owners have advanced the property and operation to its present platform. The next owner can build on that foundation through the opportunities below. These potential upside initiatives are not included in the approximately $857,000 indicated value and are presented as opportunities—not forecasts. All require buyer verification of feasibility, cost, licensing, zoning, approvals and market demand.

- **Liquor-license opportunity:** Seller advises that a local liquor license may be available for separate purchase. If acquired and approved for this location and operator, it could support a meaningful new beverage-related business line and increase customer draw.
- **Expansion potential — two-lot site and side/through street: The offering includes adjoining Block 1101, Lot 13 and Block 905, Lot 5, totaling approximately 1.758 acres. Seller advises that the side/through street area is also under the ownership/control of the Hainesville General Store. The combined site may create options for future expansion, additional commercial activity, parking or complementary uses, subject to title, zoning, site-plan and other governmental approvals.**
- **Second-floor income or owner-occupancy value:** The finished upper level may be occupied as the owner's residence or used/leased for an approved business use. A buyer could potentially reduce personal housing cost, generate permitted business rent or dedicate the space to office/administrative functions.
- **Reclaim underused walk-in-cooler space:** Vacated walk-in coolers can potentially be removed to recapture interior floor area for additional merchandise, expanded prepared-food capacity or entirely new product and business lines.
- **Local institutional food-service opportunity:** Seller advises that Montague School currently obtains supplemental student lunches from a provider located considerably farther south. The General Store's proximity and existing food-service operation create an opportunity to pursue that local institutional business, subject to school procurement requirements and agreement.
- **Seasonal outdoor sales:** The property's visibility and outdoor areas are well suited to seasonal roadside retail such as pumpkins, Christmas trees and other holiday or recreation-oriented merchandise, subject to permits and operating requirements.
- **Catering and prepared foods:** Expand business, event, school, holiday and recreation-oriented catering, platters, boxed meals and grab-and-go offerings using the existing kitchen and food-service platform.
- **Recreation, tourism and outdoor customer capture:** Broaden trail, fishing, camping, picnic and seasonal merchandise; pair those products with permitted outdoor seating, events or seasonal programming to capture more of the Route 206 recreation and pass-through market.
- **Digital marketing and operating leverage:** Increase online ordering, email/SMS marketing, local search visibility and loyalty programs while strengthening purchasing, labor scheduling, menu engineering, inventory controls and documented procedures to improve efficiency and reduce owner dependence.

7. How the Indicated Purchase Value Is Supported

The broker-indicated value is built from three separately identified economic components: the real estate, inventory at cost, and the transferable going-concern value of the operating business. The calculation is intentionally structured to avoid adding the same value twice.

Step 1 - Value the Real Estate

The entire 3,520-square-foot building is included, but secondary areas are weighted for relative utility rather than valued as if every square foot were prime first-floor retail space.

Building Area	SF	Weight	Effective SF	Value @ $143/SF
First floor - retail/deli/kitchen	1,190	100%	1,190.00	$170,170
Second floor - owner/business use	1,315	75%	986.25	$141,034
Basement - storage/utilities	1,015	25%	253.75	$36,286
Weighted building total	**3,520**	**-**	**2,430.00**	**$347,490**

Real Estate Component	Calculation	Indicated Value
Weighted building value	2,430 effective SF x $143/SF	$347,490
Situs / location adjustment	Route 206 position and difficult-to-replicate presence	+ $60,000
Heritage Premium	Distinctive historic building/site character	+ $50,000
Second lot Block 905, Lot 5	Included within the 1.758-acre offering; no separate contributory value assigned	+ $0
Total Real Estate Value		**$457,490**

Step 2 - Determine Normalized Seller's Discretionary Earnings (SDE)

SDE is used to estimate the economic benefit available to one owner-operator. It begins with pre-tax operating income and adds back qualifying non-cash, discretionary and non-recurring expenses. The analysis uses four periods so the business is not valued on a single unusually strong or weak year.

Period	Normalized SDE
2023	$121,554.11
2024	$154,457.82
2025	$143,809.21
2026 annualized - based on actual Jan-Aug results	$135,853.99
Four-period average SDE	**$138,918.78**

2026 methodology: actual cash-basis results through August 31, 2026 are normalized for qualifying non-recurring expenses and estimated depreciation/amortization, then converted to a 12-month equivalent. The eight-month period includes both historically slower early-year months and the peak July-August season; no specific September-December operating results are projected.

Step 3 - Apply the Selected Business Multiple

The selected 2.5x multiple reflects the store's established operating history, diversified revenue streams, market identity and transferability, while recognizing the rural market and active owner-operator nature of the business.

Business Value Calculation	Amount
Four-period average SDE	$138,918.78
Selected SDE multiple	x 2.50
Going-Concern Business Value	**$347,296.95**

Important: transferable goodwill and normal operating furniture, fixtures and equipment (FF&E) are recognized as part of the going-concern business value and are not added again as separate value components. This avoids double-counting assets already necessary to produce the earnings represented by the SDE multiple.

Step 4 - Reconcile the Complete Asset-Sale Value

Package Component	Indicated Value
Real Estate Value	$457,490.00
Inventory at cost	+ $52,000.00
Going-Concern Business Value	+ $347,296.95
Total Asset Sale Market Value	**$856,786.95**
Reasonable presentation	**Approximately $857,000**

Buyer Perspective on the Earnings Support

Measure	Calculation	Result
Average owner-operator SDE	$138,918.78 / $856,786.95	16.21%
Average operating-income return	Average pre-tax NOI / $856,786.95	3.73%

The owner-operator return is not a forecast of cash-on-cash return and does not account for a buyer's financing, taxes, capital expenditures, working capital, replacement labor or individual operating decisions. It is shown only to illustrate how the normalized earnings relate mathematically to the indicated package value.

In simple terms: $457,490 of real estate + $52,000 of inventory + $347,296.95 of going-concern business value = $856,786.95.

8. Offering Structure and Due Diligence

The opportunity is intended to be marketed as a complete real-estate and operating-business asset sale. The mathematical support above indicates a total market value of $856,786.95, reasonably presented as approximately $857,000. Final offering terms, allocations and included assets remain subject to Seller approval, buyer due diligence and definitive transaction documents.

Buyer due-diligence priorities

- Financial statements, tax returns, bank records, point-of-sale reports and revenue by category.
- Owner/family compensation, hours, duties and replacement labor requirements.
- Support for one-time/nonrecurring expense add-backs, duplicate-location expense normalization and depreciation/amortization treatment.
- Inventory count, cost, age, spoilage and obsolescence.
- Equipment ownership, condition, useful life, leases, liens and service records.
- Zoning, permitted uses, upstairs restrictions, licenses, health approvals and transferability.
- Building systems and condition, including roof, electrical, HVAC, kitchen hood/fire suppression, refrigeration, septic, well, accessibility and code compliance.
- Flood mapping, insurance, environmental conditions, title, survey, taxes and both lots (Block 1101, Lot 13 and Block 905, Lot 5).

Confidentiality and reliance

Financial and operating information should be released only to qualified prospects under appropriate confidentiality procedures. All figures are based on information supplied by the Seller and third-party sources believed reliable but not guaranteed. Prospective purchasers must conduct independent due diligence and rely on their own attorneys, accountants, lenders, engineers, inspectors and other advisors.