COWGIRL VENTURES

COMPLETED SALE

Independent Fitness & Pilates Studio

A successful sale that protected continuity for members and employees



Nearly 3×
2019 purchase price

90%
SBA-financed

Turnkey
semi-absentee business

THE BUSINESS

A Northern California non-franchise fitness and Pilates studio offered strong cash flow, loyal recurring members, effective marketing, and an experienced team.

MY ROLE

I positioned the studio as an established, cash-flowing business, managed buyer and seller expectations, negotiated landlord issues, and supported lease and lender requirements.

THE OWNER'S GOAL

With retirement ahead, the owner wanted to realize the value built since acquiring the studio in 2019 while finding a buyer who would care for members and staff.

THE RESULT

The owner achieved a sale price nearly three times the original purchase price. SBA financing supported the acquisition, and key staff remained to help the new owner transition.

THE TAKEAWAY

Durable earnings, recurring customers, capable employees, and limited owner dependence strengthen buyer confidence. Sellers willingness to consult and stay near the business to help with transition made it a much stronger value.

Erica@ericajabrams.com | 415.297.5864
Illustrative imagery • Business details presented anonymously