



Oh My Gosh!

The JenniLynn
Consignment Boutique



Yes... It's true. Owners Keith and Debbie have decided to retire... for the 2nd time! Time to travel. Therefore reluctantly... Jenni Lynn is FOR SALE. But... it has to be the right buyer! We are very proud of what we've built... and want Jenni Lynn to prosper and grow. After all... we want to shop here too! Could you be the right buyer? Or a buyer as a partner with a second buyer? If so, let us know. We are talking with potential buyers, including those that may need a partner. If you and a friend have ever considered being owners of a fun growing business... this could be your chance.

Our family started Jenni Lynn in Shingle Springs, California in 2007. We consign and sell high end brand name fashions for women's and juniors... including shoes, handbags, jewelry, and accessories. In June of 2013, we relocated to the Goldorado / Bel Air Shopping Center in Cameron Park, California (about 2 miles from our original location)... a much higher customer traffic area. Since our move, we have grown considerably, and are becoming very well known in our community. With Cameron Park being our main hub of business, customers come to us from as far north as Rescue, Cool and Pilot Hill... as far south as Plymouth, Jackson, and Sutter Creek... as far west as Folsom and El Dorado Hills... and as far east as Shingle Springs, Placerville, Camino, and Pollock Pines.

Cameron Park is within minutes of more than 75% of El Dorado County's 184,000 population. Hi-way 50 connects Interstate 5 / Sacramento to South Lake Tahoe, and is the only 4 lane freeway in all of El Dorado County. Jenni Lynn's back door is within 50 feet of the Hi-way 50 / Cameron Park off ramp (the main exit into Cameron Park), that turns directly into our Goldorado / Bel Air Shopping Center. We specifically chose this location due to the high shopping traffic.

If you are not familiar with El Dorado County, here are two maps that should help. The first shows you the layout of our communities gathered along Hi-way 50. And the second a scaled map showing El Dorado county rising up out of the Sacramento Valley, into the Sierra Nevada Mountains, to beautiful Lake Tahoe:

[Map 1 - El Dorado County \(Communities\)](#)

[Map 2 - El Dorado County \(Scale\)](#)

The cities of Sacramento and Folsom are just to the left on these two maps... in Sacramento County. Driving times from The Jenni Lynn Boutique via Hi-way 50:

Sacramento	36 minutes
Folsom	12 minutes
Placerville	13 minutes
Sierra-At-Tahoe Ski Area	1 hour, 8 minutes
South Lake Tahoe	1 hour, 23 minutes

The sale of The Jenni Lynn Consignment Boutique will include:

- Contracted leased space, 1625 sq. ft., two bathrooms
- Store fixtures, display racks, counters, jewelry cases, ceiling fans
- Dressing rooms (2), with large wall tri-mirrors
- Backroom (A) is an office... built in desk and wall units
- Backroom (B) is our consignment processing area... rolling racks, shelves
- Computer customer database (containing over 6500 customers / consignors)
- Jenni Lynn Consignment Boutique signage
- Training, consulting, support, and startup assistance for the new owner(s)

The sale will NOT include:

- Computer and business software
- Point of Sale software
- (tracking of customers, consignors, inventory, sales, payments, etc.)
- Credit Card processing and equipment

Selling price: Two times 2015 Profit + Store Fixtures + Customer Database
Or
Best Offer as of June 1, 2016

(Non-Disclosure and Confidentiality Agreement is required to review Gross Sales, Expenses, Cash Flow)

The JenniLynn

Consignment Boutique

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The Next Step for Serious Buyers...

Thank you again, for your interest in purchasing the Jenni Lynn Consignment Boutique. As with any business transaction, there is a process that we will use to move forward, and to make sure we provide the same opportunity and information to all interested buyers. Here are the steps:

(1) Non-Disclosure and Confidentiality Agreement

Before we can share any financials, processes, and other details about our operation, we require of all interested buyers a signed Non-Disclosure and Confidentiality Agreement. Please print the one page agreement below, then complete and return it to us using one of these methods:

- Scan the completed agreement to a file, attach it to an email, and send to jennilynn@rkbventures.com
- or FAX the completed agreement to 530 676 9764
- or return it in hard copy to the Jenni Lynn Consignment Boutique.

Please see our website www.jennilynn.biz for our address and store hours.

(2) Financials and General Operations

Once we receive your Non-Disclosure and Confidentiality Agreement, we will then provide you with our business financials... Gross Revenue, Expense, Cash Flow. We will also answer questions about our operation, landlord, lease, processes, tools, etc.

(3) Offer to Purchase

If you decide to purchase our Jenni Lynn Boutique, you will need to be prepared to deliver to us:

- A signed contract that our Jenni Lynn customer / consignor database information is private, and will not be shared or sold in any form, and will only be used in the course of Jenni Lynn business.
- Purchase funds, in the form of a cashier's check.
(Note – we will consider financing part of the sale to the right buyer.)

(4) Completing the Purchase

We will provide to the buyer:

- An asset transfer of all in store assets... including fixtures, counters, racks, equipment.
- A Customer / Consignor digital computer database.
- Training, consulting, support, guidance for up to 30 days after the sale.
- "Jenni Lynn" store front signage (*1)
- Vendor contacts for day to day operation supplies and services
- Door and mailbox keys

You the buyer will provide to us the seller:

- A letter of acceptance from the Landlord, showing our lease transferred to the new buyer
- A signed contract to only use the Jenni Lynn database as stated above in 3(b).
- Cashier's Check(s), in full, for the total purchase price.
(Note – we will consider financing part of the sale to the right buyer.)

(5) At whatever time a buyer makes a commitment to purchase:

- Jenni Lynn will continue to be advertised for sale to other interested buyers.

(6) Taking Ownership and Occupancy

Once all the deliverables above are complete, by both buyer and seller, the buyer will take ownership and occupancy.

Footnotes:

(*1) Once the buyer is no longer using our "Jenni Lynn" name as branding, and the Jenni Lynn signage has been replaced on the store front, the buyer will offer the sign returned to the sellers at no charge.

Non-Disclosure and Confidentiality Agreement

Please read and complete the following Non-Disclosure and Confidentiality Agreement.

I, the undersigned potential investor/buyer, in consideration for providing me with information on the Jenni Lynn Consignment Boutique offered for sale, understand and agree :

- That information provided on the business is sensitive and confidential and that its disclosure to others would be damaging to the business and the owners of the business.
- That I will not disclose any Information regarding this business to any other person who has not also signed and dated this agreement. Any advice or counsel that I obtain regarding the business will fall under this agreement, and I agree to obtain their commitment to the same confidentiality, of which I am solely responsible to the Seller.
- That "Information" shall include the fact that the business is for sale. This information is not to be public.
- That all Information provided to me for review of the business will not be duplicated or retained in any way. Any and all hard printed copies of information provided by the Seller or Seller's agents will be returned to the seller. I personally guarantee that any digital / electronic information copies provided by the Seller or Seller's agents will be deleted permanently at the end of the review.
- That I will not contact Seller's employees, suppliers, customers, or any other business relationships, except with written permission of Seller.
- That should I enter into an agreement to purchase the business offered for sale, I will grant to Seller the right to obtain, through standard reporting agencies, financial and credit information concerning myself or the companies or other parties I represent and understand that this information will be held confidential by Seller and will only be used for the purpose of the business buy sell transaction.
- That I will be asked for legal proof of identity, including but not limited to telephone, address, and email.
- That this Non-Disclosure and Confidentiality Agreement is a legally binding contract.

Agreed to and accepted:

Name (Signature) _____ Date _____

Name (Please Print) _____

Telephone No. _____ Email _____

Address _____

City _____ State _____ Zip Code _____

Receipt acknowledged by:

Seller of The Jenni Lynn Consignment Boutique

Date _____