



*For Prospective Buyers*



**AXEL'S Frame Shop & Gallery**

*Established 1983*

[AxelsGallery.com](http://AxelsGallery.com)



[AxelsFrameShopGallery](https://www.facebook.com/AxelsFrameShopGallery)



[AxelsGallery](https://www.instagram.com/AxelsGallery)

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Axel's Frame Shop & Gallery is a stable and well-loved business with a devoted customer base that has trusted it with their most treasured possessions for years. Over the last decade, Axel's has cemented its position in the community by also offering musical performances, artist receptions, and pop-up events.

*"Imagine not only providing a high-quality product and service to the community but also helping to shape the cultural experience in Waterbury. It's been an honor."  
-Whitney Aldrich, Owner*



## Location

For 30 of the 40 years in business, Axel's has occupied the same 1,800 sq foot, ground level space at 5 Stowe Street--an historic building in the heart of downtown Waterbury. This highly visible location is seen by 8100 vehicles passing through the intersection of Stowe and Main Streets daily.<sup>1</sup> A colorful, 20-foot-tall contemporary piece of art on the side of the building draws additional attention to the business.

<sup>1</sup> Source: Vermont Department of Transportation, 2015

## Current State of the Business

Axel's has a competent and capable staff that manages the day-to-day needs of the business. In addition to the owner, the business currently employs 2 full-time and 2 part-time employees. Picture framing sales account for 90% of the business and the average picture framing ticket sale is \$246.<sup>2</sup> Axel's has an average of 110 projects in queue each week, with a track record of completing 20 per week. Within the first 6 months of 2022, Axel's provided picture framing services to 173 new customers. The month of December continues to be the busiest month for picture framing.

<sup>2</sup> Recorded in the twelve months between June 1, 2021 and June 1, 2022.

As the new owner of Axel's Frame Shop & Gallery, you will have access to:

Honored Client Relationships

*An engaged social media audience, client list and a well-managed website and online store.*

Skilled and Experienced Staff

*To stay up-to-date with recommended practices, our staff attends formal training programs facilitated by the national and area Professional Picture Framers Associations.*

Handbooks of How-To's

*From company policies to best practices, our handbooks will be an instant resource to get you up to speed.*

Loyalty & Referral Program

*This popular program rewards our top spenders and word-of-mouth referrals.*

## Highlights at a Glance

- 40 Years in Business
- Limited Competition
- Digital Client List
- Highly Visible Location
- Skilled and Experienced Staff
- Digital Loyalty Program
- Online Store & Active Social Media Outreach
  - 1,300 Email Newsletter Subscribers
  - Facebook: 1,600 Current Post Reach
  - Instagram: 1,150 Followers
- Extensive Training Handbooks
- Connected to the Community
- Devoted Customer Base
- YOY Sales Data from point of sale systems



*"Axel's Frame Shop created a frame and presentation that showcases a family treasure beyond my expectations. Years from now, the frame will be as important to our family as the heirloom itself."*  
-Jack Turner, Customer



### Current Competition:

Frame Game, Stowe VT, Opened 2021: picture framing seasonally and open by appointment only  
The Drawing Board, Montpelier VT, Opened 1975: picture framing by appointment only

### Unique Offerings at Axel's:

Axel's is the only picture framing business in the area to offer specialized customer service (and multiple income streams!):

#### Installation Services

*Axel's will not only get the piece framed but will have it installed by professionals. This services gives the business a leg up on the competition.*

#### Sourcing Artwork

*Axel's Gallery has worked with hundreds of area emerging artists. Staffers can identify contemporary Vermont art at prices that appeal to both new and seasoned art collectors.*

#### Pre-Owned Frames

*The option provides a framing solution that fits all budgets. Over time, price-conscious customers often convert to repeat customers and more sophisticated collectors.*

### Available Sales Data:

Axel's has been operating the Square point of sale since 2014, which means the owner can easily compare nearly 10 years of sales trends. Dedicated Picture Framing Software point of sale has been used since 2018. This software has robust reporting features, automatic price updates and instant pricing adjustments.

### Area Demographics:

Waterbury, Vermont is a town of 5151 people with a median age of 39 and a median household income of \$85,000. Waterbury is within Washington County which reported a population of 59,807 and a median income of \$64,862 in the 2020 US Census.

Since the beginning of the COVID-19 pandemic, Vermont has seen a tremendous influx of high-income families and individuals. United Van Lines reported Vermont had the highest inbound move rate of all states in 2021, and there was a 38% increase in residential property sales to out-of-state buyers between 2019 and 2020.<sup>3</sup>

<sup>3</sup> Source: <https://www.usnews.com/news/best-states/articles/2022-02-16/vermont-sees-an-influx-of-newcomers-amid-the-covid-pandemic>

### The Industry

Historically, the custom picture framing industry has been a profitable and resilient one, able to weather economic downturns. When the economy is strong, new construction is up and interior decorators and local picture framers are busy. Conversely, according to industry professionals, when the economy sours people tend not to build new homes, but to redecorate and freshen up what they already own. Again, custom picture framers benefit. Those in the picture framing industry tend to stay in the industry for many years – often across several generations in a family – because the business can provide a good living during good times and bad.

