



FOR SALE IN YOUR COMMUNITY



Trusted Local Hardware Store Serving the Community Over 155 Years

Historic Background: Founded in 1870 by Romanus Hunter as the “R. Hunter Harness and Wagon Shop,” Hunter’s Hardware has operated continuously in Berkeley Springs for more than 150 years, making it one of the oldest ongoing businesses in Morgan County. The business began on the corner of Mercer and Independence Street, providing harnesses, farm implements, and hardware for local residents and agricultural customers. Over the decades, the business expanded under successive generations of the Hunter family — evolving through names such as R. Hunter & Sons, W. Jack Hunter & Son, and Jack M. Hunter — and relocated to the current structure on Independence Street in 1928. In 1973, Hunters Hardware was formally incorporated. After an employee buyout in 2000, long-time partners Danny Davison and Debbie Dick took ownership; today, Danny Davison continues to operate the business as Hunter’s Hardware Inc. The store celebrated its 150th anniversary in 2020, reflecting its long-standing commitment to community service and continuity in Morgan County.

Products and Services: The hardware store sells a broad mix of home, farm, and “do-it-yourself” essentials—power and hand tools, hardware and fasteners, paint and paint supplies, electrical, plumbing, heating and cooling items, housewares, and lawn and garden products, plus specialty departments for guns/ammo and sporting goods, pet and wild bird supplies, automotive fluids/accessories, and wood and coal stoves with related pipe/accessories. In addition to retail, the store offers practical in-store services including key cutting and lock re-keying, pipe threading, glass cutting, screen repair/replacement, and window repair.

Business Location and Demographics: West Virginia’s Eastern Panhandle—encompassing Jefferson, Berkeley, Morgan, and Hampshire Counties—has an estimated population of approximately 239,000 residents (July 1, 2024), led by Berkeley County (136,287) and Jefferson County (61,264), two of the state’s fastest-growing counties since 2020. These growth centers are complemented by the more rural yet stable markets of Morgan County (17,780) and Hampshire County (23,793), which benefit from strong community ties and limited retail saturation. Median household incomes across the region range from approximately \$60,299 in Hampshire County to \$95,523 in Jefferson County, with average commute times between 31 and 42 minutes, reflecting a workforce accustomed to regional travel for employment and services. The population is predominantly White (approximately 85–96%), with Hispanic/Latino representation ranging from 2–9%, and Morgan and Hampshire Counties exhibit notably older demographic profiles, with roughly 26% of residents aged 65 and older, supporting steady demand for locally oriented goods and services.

Within Morgan County and the Berkeley Springs market specifically, direct competition for independent hardware and home-improvement retail is limited. Hunter's Hardware Store has long served as a primary local destination for hardware, tools, and home supplies – anchored by community loyalty and historical presence. Additional big-box or national competitors in close proximity are few, leaving a market niche for curated product offerings, customer service, and specialized inventory strategies that Hunter's has cultivated over generations. The subject property's location further benefits from its placement within a federally designated Opportunity Zone, offering potential tax advantages to investors pursuing long-term ownership, business expansion, or property improvements. Together, the region's demographic stability, constrained competitive landscape, and Opportunity Zone incentives create a favorable environment for sustained retail performance and long-term investment value.

Sale Specifics:

Type: Stock, Asset, Combination (Operating Entity and Real Estate)

FF&E: Included – \$124,000 estimated value

Inventory: Included - \$400,000 estimated value

Operating Account: Negotiable

Real Estate: Included - This offering consists of a 0.88± acre (38,225 SF) site improved with a 21,462 SF building configured for retail with supporting warehouse/storage, including 15,721 SF of retail (about 73%) and 5,741 SF of warehouse space. The structure is a 2/1-story improvement originally built circa 1920 with additional construction dated 1953.

Training/Support: Seller will train purchaser or purchaser's designee and work part-time to assure a smooth transition.

Seller Financing: Negotiable

Reason for sale: Sellers have owned and worked in the business for many years. They are ready to retire.

Next Steps: Interested and Qualified Buyers can request a CNDAs for additional information, after a quick one-on-one call.



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