

PTOWN MASSAGE + BODYWORK®

BUSINESS AND REAL ESTATE OFFERING

182 COMMERCIAL ST PROVINCETOWN, MA 02657



CONFIDENTIAL OFFERING

EXECUTIVE SUMMARY

Ptown Massage + Bodywork presents a rare opportunity to acquire a prime ground-floor commercial condominium and established wellness enterprise along Provincetown's most supply-constrained retail corridor. Located just west of the town center on Commercial Street, the property benefits from exceptional pedestrian exposure, strong seasonal tourism demand, and long-standing approved spa use.

The offering includes both the operating S-Corporation and the 413-square-foot commercial condominium unit featuring direct storefront visibility and co-exclusive garden frontage. The business is owner-operated in an administrative capacity only; no service revenue is dependent upon the seller personally, allowing for continuity under new ownership.

Commercial Street storefront inventory is limited and rarely available for purchase. This offering combines fee ownership of a high-visibility retail asset with an operating enterprise that provides in-place occupancy and transferable goodwill.

The current owner does not perform massage services, and revenue is generated by licensed practitioners and established systems.

INVESTMENT HIGHLIGHTS

Prime Commercial Street storefront with ground-floor visibility

- 413 SF optimized retail footprint with premium per-square-foot positioning
- Co-exclusive garden area enhancing client experience
- Spa / wellness use approved since 2002
- Established operating enterprise providing in-place occupancy
- Seasonal tourism market with strong summer demand
- Trademarked name and logo, brochure, style manual and website
- ptownmassage.com & provincetownmassage.com
- Structured software system with over 78% of appointments booked online
- Flexible acquisition structure – business and real estate offered together or separately

Pricing is supported by stabilized operating performance and income-based valuation analysis.

Comprehensive financial statements and supporting schedules are available to qualified parties upon execution of a confidentiality agreement.

PTOWN MASSAGE + BODYWORK®

Indicative Business Value

BUSINESS OVERVIEW

Ptown Massage + Bodywork operates as a wellness and bodywork studio serving both local residents and seasonal visitors. The studio utilizes a mixed staffing model of employees and independent contractors and maintains an established booking presence and client base. The business provides stable in-place occupancy for the real estate while offering upside potential through expanded services, pricing optimization, and extended shoulder-season operations. Seller is willing to provide a reasonable transition period to ensure continuity of operations.

INDICATED BUSINESS VALUE **\$225,000**

The indicated business value is supported by normalized multi-year operating performance. Detailed historical financial statements, normalization schedules, and valuation methodology are available to qualified purchasers upon execution of a confidentiality agreement.

COMPREHENSIVE FINANCIAL STATEMENTS AVAILABLE TO QUALIFIED PARTIES WITH A SIGNED NDA

PTOWN MASSAGE + BODYWORK®

Indicative Property Value

REAL ESTATE OVERVIEW

The commercial condo is positioned in a high-traffic retail and hospitality zone surrounded by established businesses, restaurants, and seasonal visitor activity. The unit's small footprint supports premium per-square-foot rental potential relative to larger commercial spaces. Ownership is condominium-based with shared common expenses and individually assessed property taxes. Commercial Street commercial condominium inventory is finite, with limited new development potential due to zoning and historic district constraints.

INDICATED REAL ESTATE VALUE \$1,100,000

The indicated real estate value reflects stabilized operating performance and prevailing capitalization metrics for prime Commercial Street retail condominiums. Supporting financial documentation and income analysis are provided to vetted buyers under confidentiality.

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OFFERING STRUCTURE

The seller is open to multiple transaction structures, including:

- **COMBINED SALE: BUSINESS OPERATIONS AND REAL ESTATE TOGETHER \$1,325,000**
- **REAL ESTATE ONLY: PROPERTY ACQUISITION \$1,100,000**

This offering represents a unique opportunity to acquire a scarce Commercial Street storefront asset paired with an operating wellness enterprise in one of New England’s most distinctive coastal markets. The combination of approved spa use, premium pedestrian location, and established tenant operations provides both lifestyle and investment appeal.



