



A RARE BUSINESS & REAL ESTATE OPPORTUNITY IN HISTORIC HICO, TEXAS

HICO MERCANTILE & REAL ESTATE



OVERVIEW

Located in the heart of historic downtown Hico, Hico Mercantile is a thriving multi-vendor marketplace housed in the iconic 1895 Opera House. This opportunity combines a proven business model, valuable intellectual property, and architecturally significant real estate.

We are offering a planned transition to new ownership — not a distressed or forced sale. The Mercantile is strong, profitable, and positioned for continued growth.

THE OPPORTUNITY

THE BUSINESS: A turnkey vendor marketplace with stable dual revenue streams (vendor rents and sales commissions), long-standing vendor relationships, and consistent seven-figure annual sales.

INTELLECTUAL PROPERTY: Established brand name, goodwill, and a loyal customer base with strong social media presence.

THE REAL ESTATE: The historic 1895 Opera House, appraised at \$2.4M, widely recognized as a true gem of downtown Hico.

ASKING PRICE: \$2,950,000

(APPRAISED REAL ESTATE VALUE OF \$2.4M PLUS THRIVING BUSINESS, INTELLECTUAL PROPERTY, AND GOODWILL)



HICO MERCANTILE & REAL ESTATE

THE BUSINESS – HICO MERCANTILE

- Established brand and regional destination with strong customer loyalty
- Stable revenue through rent + commission model
- Strong vendor partnerships across home décor, gifts, antiques, and apparel
- Seasonal and annual events that anchor customer traffic and engagement
- Active digital presence and engaged social following
- Systems and vendor management already in place for smooth transition

WHY THIS IS UNIQUE

- A rare opportunity to own both a thriving business and landmark real estate in one package
- Consistent sales performance and loyal customer base
- Prime location in one of Texas' most charming historic towns
- Longstanding vendor and community relationships
- Immediate revenue stream for a turnkey owner
- Strong upside potential under new ownership

THE REAL ESTATE – HISTORIC 1895 OPERA HOUSE

- Address: 101 N Elm Street, Hico, Texas
- Approx. 11,000 sq. ft. across two floors
- Architecturally significant, well-maintained, with historic charm and modern updates
- Anchoring property in the center of downtown Hico's shopping district
- Appraised at \$2.4M

NEXT STEPS

This is a planned transition. The Mercantile is thriving today and ready for its next chapter.

For inquiries or to request an information package, please message us with your email address. Qualified buyers will be screened and provided details.

Disclaimer: This announcement is for informational purposes only and does not constitute an offer to sell or a solicitation to buy Hico Mercantile or its assets. Any sale will be subject to negotiation, execution of a definitive purchase agreement, buyer qualification, and completion of due diligence. Financial and operational information provided, including references to historical sales, is unaudited and subject to verification. Past performance is not a guarantee of future results. The business and real estate will be sold "as-is, where-is," with no warranties or guarantees expressed or implied. Hico Mercantile reserves the right to modify terms or to accept or reject any party at its sole discretion.

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