

Investment Opportunity | Sale Summary

# Callidora Day Spa

136 S. 4th Avenue | Pocatello, ID 83201



Accelerating success.



## Property & Business for Sale

Turnkey- All Furniture, Fixtures & Equipment



View Offering  
Memorandum

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# Turnkey Operation

## *Full-Service Salon Day Spa & Property*

This once-in-a-lifetime turnkey profitable operation including the property, with a well-known and established brand, operational systems, and a dedicated team in place, makes it an ideal investment for an entrepreneur or industry professional.

## Property Details

Property Type	Retail Day Spa & Real Estate
Space Available	5900 SF (3200 SF Main, 2700 SF Upper)
Parking	Ample
Location	Centrally Located with Easy Access
Zoning	General Commercial
Fixtures	New HVAC, Windows, Roof Membrane & Electrical
Sale Price	\$1,400,000



## Key Features

- 4 Nail stations (all income-producing)
- 6 Private rooms (all income-producing) 1 available
- 8 Styling stations (all income-producing)
- 6 Lash beds (all income-producing)
- 1 Micro blade bed (income-producing)
- Washing stations
- Large retail, and reception area
- Large break room
- Full-size kitchen in upper level
- Upper and main floor laundry
- Recently remodeled

# Callidora Day Spa

A uniquely appointed booth rental full-service salon has a 19-year successful track record of maintaining seasoned stylists who boast impressive mature client lists, is ready for its next owner to step in and make it their own.

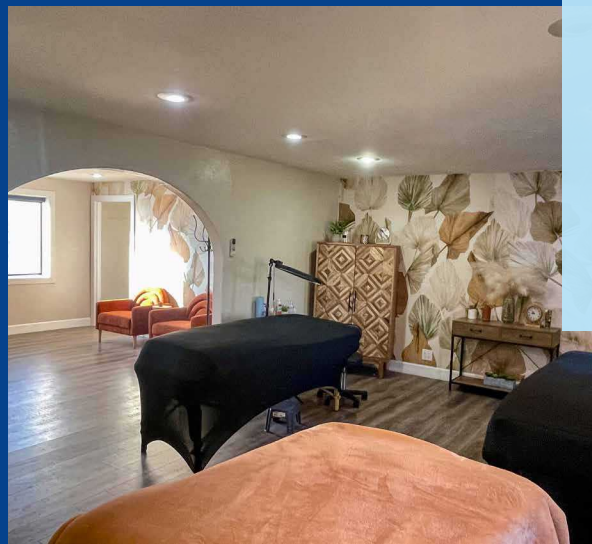
Callidora's success is built on the culture instilled by its founder and is carried through by those who have continued their association throughout the years. Callidora's founder Kaylee Davis's motto is "When you take care of your people, they take care of your business". Never has any culture created by a business owner been truer.

The salon is fitted with booth fixtures, washing stations, and furniture all provided by Callidora coupled with scheduling software, a receptionist, towels, and laundry service.

With the base operations of 12 hair stylists, only 3 can take new clients and 2 of them are booked out 6 weeks. Of the current 4 nail techs only one is accepting new clients she's typically a week out. Callidora turns away 90% of all call-ins and typically 5-6 call-ins a day try to book an appointment.

The Salon has an exceptional retail following as the only salon in the area with exclusivity for Bare Minerals, excluding ULTA.

This salon and property is priced to sell, including building, fixtures, equipment, and inventory. Leap into salon ownership without the hassle of starting from scratch.



## Awards

### Idaho State Journal Readers Choice Awards

Callidora Day Spa has won multiple awards in all but one category

- Best Day Spa
- Best Med Spa
- Best Hair Salon
- Best Hair Stylist
- Best Nail Tech
- Best Massage Therapist

### TBA Readers Choice Awards

- Best Salon

### Idaho's Best

- Nominated for Best Day Spa

### Southeast Idaho Business Journal

- Overachievers under 40  
- Callidora's founder



# Location Map



North

## Parcel #

RPPOC186100

## Major thoroughfare on South 4th Avenue

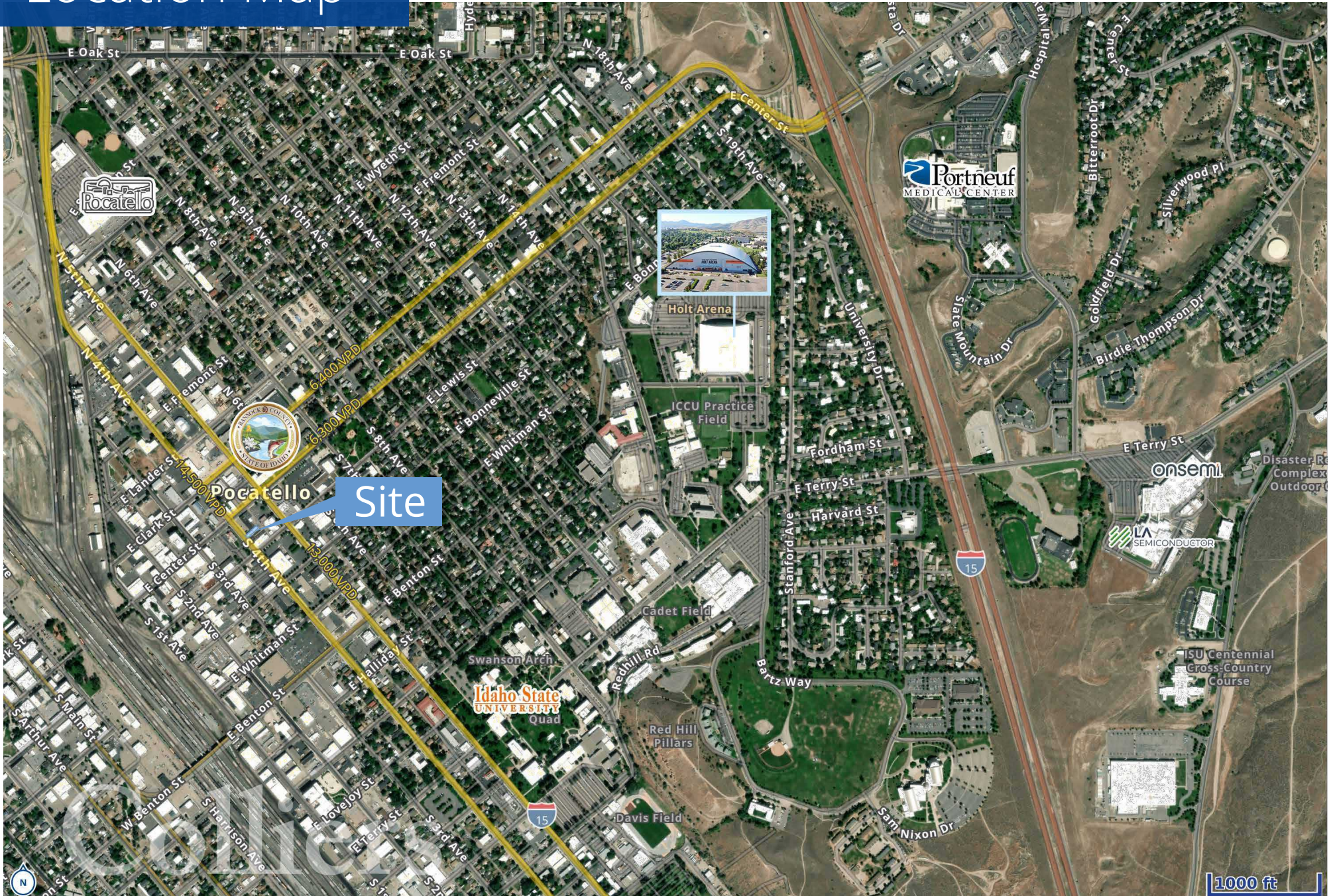
### Neighbors include:

- Bannock County Court House
- Pocatello City Hall
- Idaho State University
- Jack In The Box
- Established local eateries
- Multiple Legal Firms
- True Value Hardware
- Albertsons
- US Federal Courthouse



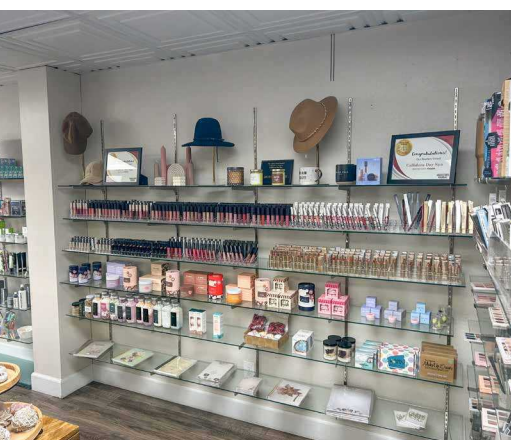
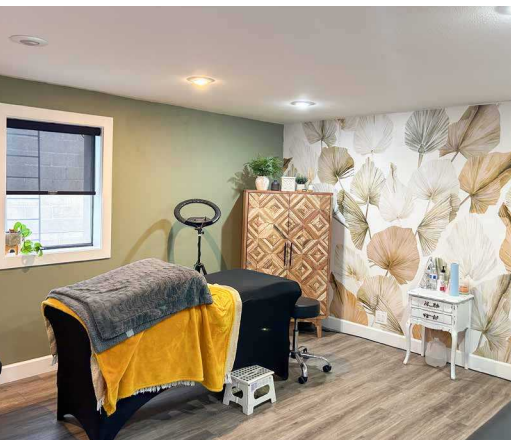


# Location Map





# Gallery





## Local Overview | Pocatello, ID

Pocatello is the 5th largest city in Idaho, yet it has maintained a distinctly small-town atmosphere. 32 parks, the Museum of Natural History, several golf courses, Ross Park Aquatic Complex, mountain biking and hiking trails, skate park, and Zoo Idaho are just a few of the attractions visitors and residents enjoy.

Pocatello is home to several corporate headquarters, such as Farm Bureau Insurance and several multinational companies, like onsemi, Petersen, Inc., SME Steel and the FBI.

The city is also home to Idaho State University with over 12,000 students.

Resources:

[pocatello.gov](http://pocatello.gov)

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

[census.gov](http://census.gov)

[bls.gov](http://bls.gov)



2023  
population

57,909



Unemployment  
Rate

3.0%



2023 Average  
Household Income

\$78,368



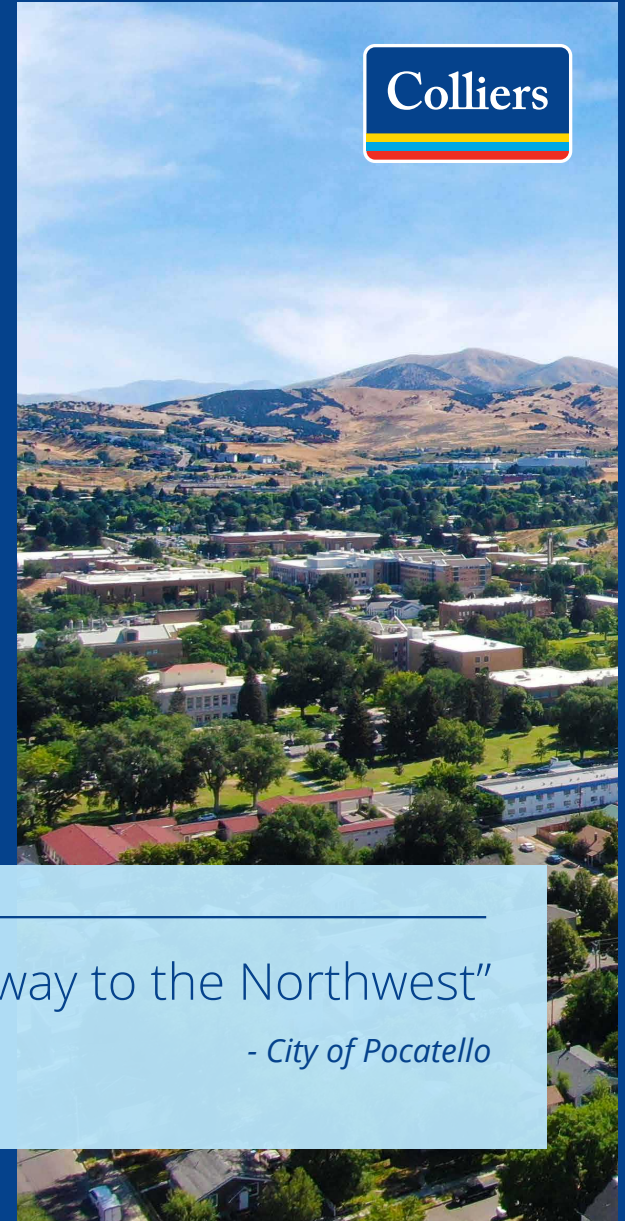
Average  
Commute Time

16

#3

Best State - Idaho  
U.S. News & World  
Report, 2023

Colliers



"Gateway to the Northwest"

- City of Pocatello

## Major Employers

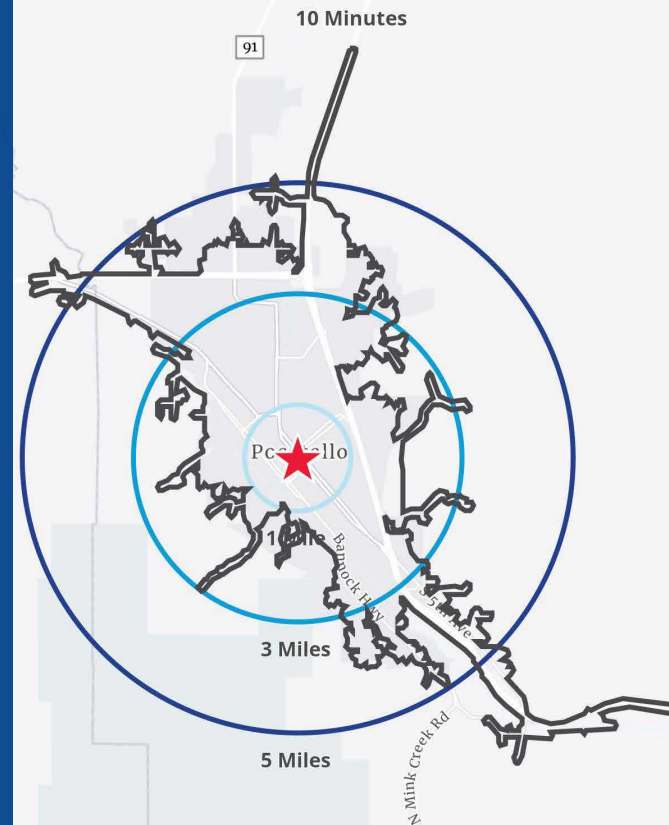


## Academic Institutions Near Pocatello



# Demographics

	1 Mile	3 Miles	5 Miles	10 Min Drive
<b>Population</b>				
2023 Estimated Population	11,624	44,892	74,409	55,983
2028 Projected Population	11,638	45,227	75,622	56,709
2010 Census Population	11,793	43,522	68,924	52,793
Projected Change '23-'28	0.1%	0.7%	1.6%	1.3%
<b>Household</b>				
2023 Estimated Households	5,187	17,804	28,170	22,088
2028 Projected Households	5,256	18,124	28,915	22,596
2010 Census Households	5,140	17,095	25,794	20,604
Historical Change '00-'23	3.1%	9.8%	23.4%	16.3%
<b>Income</b>				
2023 Est. Average HH Income	\$58,574	\$72,831	\$80,396	\$73,574
2023 Est. Median HH Income	\$39,830	\$54,498	\$61,261	\$55,846
<b>Misc.</b>				
2023 Median Home Value	\$179,205	\$251,200	\$273,788	\$242,397
2021 Median Gross Rent	\$601	\$686	\$736	\$727
2023 Est. Labor Population Age 16+	5,497	20,042	32,562	24,756
2023 Est. Total Housing Expenditures	\$90,811,089	\$378,854,504	\$655,626,186	\$473,064,886







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