



Panama City Beach Pizza Restaurant

From Absentee Ownership to New Franchise Concept — A Smooth Sale in a Prime Beach Market

\$200,000 Sale Price	\$750,000 Annual Revenue	\$4,600 Monthly Rent
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The Opportunity

Located in the heart of Panama City Beach, Florida — right on the Front Beach Road strip — this 2,400-square-foot pizza restaurant represented one of the most compelling second-generation restaurant opportunities on Florida's Emerald Coast. With 30 indoor seats, 12 outdoor seats, and a dedicated delivery prep room, the space was fully built out and operational.

Most significantly, the restaurant had generated nearly \$750,000 in revenue in just 10 months of 2024, all with zero owner involvement. That kind of absentee-owner performance in a seasonal tourist market speaks directly to the strength of the location and the existing customer base.

Why the Owner Sold

The previous owner was an experienced multi-unit pizza operator with restaurants across several tourist-destination cities, including Myrtle Beach, SC. Panama City Beach, however, was simply too far from their home base to manage effectively. Despite strong sales, the logistics of operating at a distance made it the right time to exit.

This is a familiar story in the restaurant industry: great location, great concept, wrong owner. That gap between performance potential and operational fit is precisely where We Sell Restaurants creates value.

The Sale

Holmes Team, We Sell Restaurants — FL Tallahassee / Albany Territory, successfully matched this listing with an ideal buyer: a Chicago-area entrepreneur from the construction industry, partnering with his brother who is a local Panama City Beach resident.

The brothers had identified Rosati's Pizza — a well-established Chicago-style pizza franchise — as their vehicle, and were actively searching for the right space to launch their first restaurant together. This listing checked every box.

Why the Buyers Said Yes

The new owners saw three things that made this a clear decision:

- Prime location on Front Beach Road, the main tourist corridor in PCB

- Proven delivery and carry-out volume during peak season, with steady local traffic in the off-season
- A fully built-out kitchen and delivery prep room — purpose-built for a pizza concept

Below-market rent of \$4,600/month on a 2,400 sq ft space further strengthened the unit economics. For a first-time restaurateur entering with a franchise concept, inheriting a fully operational kitchen was a significant advantage over building from scratch.

Looking Ahead

The new owners plan to bring Rosati's Pizza to Panama City Beach, tapping into a market the agent described as "ready for something new" in the pizza category. The strip center location — shared with a beach shop and souvenir retailer — ensures year-round foot traffic from both tourists and locals.

Additionally, the new owner is exploring a future subdivision of the space to incorporate a healthy smoothie, acai bowl, or similar concept — a natural complement to the beach lifestyle and a potential second revenue stream within the same footprint.

Key Takeaways

- Second-generation restaurant spaces save buyers time and money — this buyer inherited a fully operational pizza kitchen
- Absentee-owner performance signals location strength, not management weakness — \$750K in 10 months proved the concept
- Franchise buyers benefit from matching an existing build-out to a compatible concept — Rosati's Pizza was a natural fit
- Below-market rent creates margin runway, especially valuable for a first-time operator
- Local knowledge matters — having a local partner (the buyer's brother) in a seasonal market like PCB is a competitive advantage

Frequently Asked Questions

What franchise is the new owner bringing to this space?

The new owners are franchisees of Rosati's Pizza, a well-known Chicago-style pizza brand. The buyer is originally from the Chicago area, making this a natural and authentic fit for the concept they are bringing to Panama City Beach.

Is this a seasonal location? Will revenue hold up year-round?

Panama City Beach is primarily a summer tourist market, and peak delivery and carry-out volume is highest during season. However, the Front Beach Road location also draws local residents during the off-season, providing a baseline of year-round traffic. The previous concept demonstrated strong enough sales — \$750,000 in just 10 months — to validate both the seasonal peak and the off-season baseline.

What was included in the sale?

The sale included a fully built-out 2,400 sq ft space with a large commercial kitchen, dedicated delivery prep room, a dining area seating 30 inside and 12 outside, and all existing restaurant equipment. The buyer inherited a turnkey pizza operation requiring no additional buildout investment.

Why was the rent described as below-market?

At \$4,600 per month for 2,400 square feet on Front Beach Road — one of the highest-traffic corridors in Panama City Beach — the lease rate represents strong value for a tourist-area location. Comparable retail and restaurant space in prime PCB locations typically commands significantly higher rents, making this lease a meaningful competitive advantage for the new owner.

Could the space be converted to a non-pizza concept?

Yes. The listing was marketed as fully convertible — the kitchen layout and equipment can support breakfast, lunch, dinner, or late-night concepts. The new owners chose to bring in Rosati's Pizza, but the space was intentionally positioned to attract any operator looking for a built-out beachfront location without the cost and time of a ground-up buildout.

Is there room for growth beyond the existing pizza concept?

The new owner is already exploring a future subdivision of the space to add a healthy smoothie, acai bowl, or similar concept — a natural complement to the beach lifestyle. The strip center's landlord also operates a beach shop and souvenir retail store on-site, reinforcing the location's appeal as a multi-concept destination.