



Frisco, TX Restaurant Resale: Retiring Owners Sell to a Growing Chicken Concept

Frisco, TX	Restaurant Resale	Jason Kullman
LOCATION	SALE TYPE	WSR TX FRISCO

The Opportunity

Frisco is one of the fastest-growing cities in North Texas, with new neighborhoods, corporate campuses, and entertainment districts drawing a steady stream of residents and visitors. That growth keeps demand high for restaurant space, and well-located second-generation restaurants rarely sit empty for long when they reach the right buyer.

This restaurant came to market as a second-generation space with a kitchen and dining room already in place. Jason Kullman, WSR TX Frisco, represented the seller and brought the listing to buyers looking for a faster path into the Frisco market.

Why the Owner Sold

The previous owners came from a family restaurant business and had spent years in the industry. After a long run in the business, they decided it was time to retire.

Getting to that point took longer than expected. The sellers had listed the restaurant before with other agents, but those efforts did not produce a sale. When they turned to We Sell Restaurants, they needed a broker who could reach serious restaurant buyers and see the deal through to closing.

A retirement sale like this one sends a clear signal to buyers. The owners were not leaving because of problems with the location. They were simply ready to step away after a career in the restaurant business.

The Sale

Jason Kullman, WSR TX Frisco, found a buyer where earlier attempts had fallen short. The buyer was a restaurant group looking to expand its successful new chicken concept, and this space gave them a ready-made location in a strong market.

The biggest hurdle came after the buyer and seller agreed to terms. The landlord was very slow to respond, and the lease transfer dragged on through a long approval process. Both the buyer and the seller showed great patience while Jason Kullman kept the deal on track and moving toward closing.

In the end, the sale closed. The sellers moved into retirement, and the buyer gained a new location to grow their chicken brand in Frisco.

Why the Buyer Said Yes

The buyer's decision was driven by speed, cost, and fit with their growth plans.

- **Second-generation space**, the restaurant already had the kitchen and infrastructure the buyer needed, so they did not have to start from an empty shell.
- **Easy conversion**, the space could be converted to their chicken concept quickly and without a major build-out, which helped them open sooner.
- **Growth market**, Frisco's rapid population and business growth made it a smart place to add another location for a concept that was already working.

- **Lower upfront cost**, converting an existing restaurant cost far less than building a new location from the ground up.

Key Takeaways

- **A previous failed listing is not the end**, sellers who could not sell with other agents can still find the right buyer with a broker who only sells restaurants.
- **Second-generation spaces attract growing brands**, restaurant groups expanding a concept often look for existing spaces they can convert quickly.
- **Landlord approval can slow a deal**, lease transfers depend on the landlord, so buyers and sellers should plan for delays and stay patient.
- **Retirement sales appeal to buyers**, when owners sell to retire, buyers can feel confident the decision is about the owner's life stage, not the location.
- **Persistence closes deals**, keeping both sides engaged through a slow approval process is often what gets a sale across the finish line.

Frequently Asked Questions

What makes Frisco, TX attractive for restaurant buyers?

Frisco is one of the fastest-growing cities in North Texas, with strong residential and business growth. That makes it a popular market for restaurant groups looking to expand, especially into existing restaurant spaces.

What is a second-generation restaurant space?

A second-generation space is a location that was already built out and operated as a restaurant. In this sale, the buyer chose a second-generation space because they could convert it to their chicken concept quickly and easily.

My restaurant did not sell with another agent. Can We Sell Restaurants help?

Yes. These sellers had listed their restaurant before with other agents without success. Jason Kullman of We Sell Restaurants WSR TX Frisco found a buyer and got the deal closed.

How long does landlord approval take when selling a restaurant?

It varies by landlord. In this sale, the landlord was slow to respond and the lease transfer took time, but the buyer and seller stayed patient and the deal still closed.