



# Gilbert, AZ Restaurant Resale: A Sandwich Shop Exit Becomes a Coffee Brand's Expansion

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|--------------------|--------------------------|-------------------|
| <b>Gilbert, AZ</b> | <b>Restaurant Resale</b> | <b>Mike Smith</b> |
| Location           | Sale Type                | WSR AZ Chandler   |

## The Opportunity

Gilbert sits in the heart of Arizona's fast growing East Valley, a market where restaurant real estate is in constant demand. This listing was a Which Wich location with everything a growing concept looks for: existing restaurant infrastructure, a strong trade area, and excellent visibility.

Deals like this one prove a point the Restaurant Brokers make often. A second generation restaurant space does not need to sell to the same concept. It needs to sell to the right buyer, and sometimes that buyer arrives with an entirely new vision for the location.

## Why the Owners Sold

Sellers Katie and Andy Kosecki were experienced Which Wich franchise owners who operated multiple restaurant locations across Arizona. Their decision to sell was part of a larger plan to close and consolidate their restaurant operations, a common move for multi-unit operators refining their footprint.

To get it done, they turned to Mike Smith, Restaurant Broker for the We Sell Restaurants AZ Chandler territory. The assignment called for persistence, and Mike delivered exactly that.

## The Sale

This was a challenging but rewarding transaction. The listing spent approximately 510 days on the market and generated remarkable buyer activity along the way: 4,006 online views, 1,101 buyer interactions, and 214 signed confidentiality agreements. The listing went under contract four separate times with different buyers before the right match closed the deal.

That match was Gabe Von Weimer, an experienced business owner and the owner of Buzzed Goat Coffee Co. Gabe saw the opportunity to expand the Buzzed Goat brand into Gilbert, and Mike Smith guided the transaction across the finish line. He helped secure landlord approval for the buyer's new concept and successfully steered both parties through lease assignment, escrow, and closing. The former Which Wich will now be converted into a new Buzzed Goat coffee shop and café.

## Why the Buyer Said Yes

- **A brand ready to grow**, Gabe saw the chance to bring Buzzed Goat Coffee Co. into Gilbert and expand into the East Valley
- **Existing restaurant infrastructure**, converting a built-out second generation space is dramatically faster and less expensive than building from the ground up
- **A strong East Valley market**, Gilbert's growth and demographics made it an ideal fit for the new concept
- **Visibility**, the location's exposure made it an attractive site to introduce the brand to new customers
- **A broker who cleared the path**, landlord approval for a concept change can sink a deal, and Mike Smith secured it

## Key Takeaways

- Second generation restaurant spaces are prime targets for expanding concepts, and a sale does not require the buyer to keep the existing brand
- Persistence pays. This listing went under contract four times before closing, and the broker kept working until the right buyer emerged
- Strong marketing drives results, with 4,006 online views, 1,101 buyer interactions, and 214 signed confidentiality agreements on this listing alone
- Landlord approval is a critical step when a buyer plans a concept conversion, and an experienced broker manages that process
- A Certified Restaurant Broker guides both parties through lease assignment, escrow, and closing so the deal actually gets done

## Frequently Asked Questions

### Can a buyer purchase a restaurant and convert it to a different concept?

Absolutely. Second generation restaurant spaces are sold for conversion all the time. In this case, a former Which Wich will become a Buzzed Goat Coffee Co. location, with the broker securing landlord approval for the new concept.

### Why would a listing take longer to sell, and does that mean something is wrong?

Not at all. Some transactions simply require finding the perfect match. This listing generated over 4,000 views and 214 signed confidentiality agreements, went under contract four times, and ultimately closed with a buyer expanding a growing brand.

### How does a Restaurant Broker help when the buyer is changing the concept?

A Certified Restaurant Broker secures landlord approval for the new use, negotiates the lease assignment, and manages escrow through closing. Mike Smith handled each of those steps to bring this Gilbert transaction to a successful close.