

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

BUSINESS REPORT

Date: **21st July 2025**

Business Reference: **BFS11270**

About the Business:

The ultimate Life Style Business. Live and work in the quaint tourist town of Clarens.

Step into a storybook business where hand-crafted Gypsy Wagons, quirky camper-vans and a colour-splashed eclectic four-suite guesthouse come together in a tranquil Clarens garden. Since 2018, Gypsy Life Guesthouse has charmed couples, road-trippers and Instagram-hunters with its bohemian décor,

mosaic art and crackling firepits under Free State stars

Own a business that pays you to live the Clarens dream. Gypsy Life Guesthouse bundles three revenue streams—Authentic hand-built Gypsy Wagons, two Insta-famous camper vans, and a four-suite guesthouse—into one turnkey package that runs on autopilot:

Plug-and-play bookings – Mobile-friendly website, integrated payment gateway and synced OTA (Booking.com, Airbnb, LekkerSlaap ect) calendars keep rooms booked without daily admin.

Low fixed overheads – Inhouse: housekeeping, laundry and maintenance crew mean you focus on hosting and marketing, not mopping floors and making beds.

Lifestyle freedom – Step out your front door to mountain hikes, art galleries and Clarens' social café scene; manage reservations from anywhere via your phone.

Brand equity included – Polished online presence : 17 k+ engaged Facebook followers, Airbnb superhost status, glowing Google reviews, return guests, personal referrals and an SEO-ranked domain deliver warm, direct traffic—reduced hefty OTA commissions.

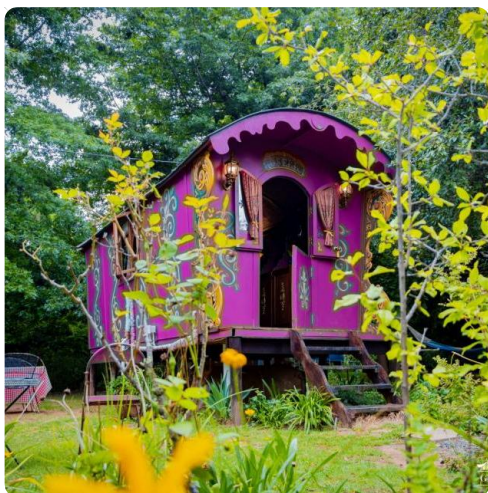
Always-on digital engine (2025-ready) – End-to-end Advanced Software stack powers automated guest emails, AI review replies, scheduled social posts and real-time reputation dashboards—so the business markets itself while you sleep.

Scope to scale – Add meals and catering services, launch retreats, or intimate weddings.

We're not just selling assets; we're handing over stewardship of our magical haven, that funds the free-spirited, quality life that people only dream about.

Current owners, being Gypsies themselves, feel it is time to move on. They are moving abroad to join family and to fulfil their full time van-life dream and now seek a new custodian who values lifestyle over city stress, creativity over corporate routine. Unlock immediate cash-flow, endless storytelling content and the freedom to host travellers from around the world, all while calling Clarens' laid-back arty village home.

The ultimate Life Style Business. Live and work in the quaint tourist town of Clarens.



Sector: **Accommodation**

Asking Price:

R 6,200,000

Monthly Profit:

R 31,250

Asset Value:

R 7,020,700

Stock Value:

R 0

Yearly Net Profit :

R 375,000



Business Report

Background and History

In 2017 Sandy and Shane Muller conceived the idea of hand-built Gypsy Wagons after seeing a photo of a tiny red wooden gypsy wagon on Pinterest. They began designing and building full-equipped wagons in Johannesburg, laying out each unit's footprint in chalk on the studio floor. A suitable site was then purchased in Clarens: an over-grown stand with giant oak trees, an existing (but dilapidated) house and ready electricity. The house was fully renovated to match the wagons' bohemian aesthetic while four wagons were built off-site. Both projects were completed and the wagons transported to Clarens in 2018, giving birth to "Gypsy Life Guesthouse." During lock down, the creative couple decided to fulfill another life long dream and started designing the Gypsy Glamper Vans. The operation now comprises four wooden Gypsy wagons, two converted camper-vans and four colour-themed guest-house suites, all trading under one brand and run by the founding couple

Products and Services

Gypsy Life generates revenue from three lodging products and a small menu of paid add-ons:

1. Accommodation inventory

- **4 hand-crafted wooden Gypsy Wagons** (Esmeralda, Rosella, Queenie, Thisbe) – each sleeps two, includes kitchenette, Bath, toilet, fire place, little deck and outdoor area with bonfire pit and fairy lights.
- **4 colour-themed guest-house suites** (Jade, Magenta, Topaz and more recently Onyx) in the renovated main house; Jade/Magenta/Topaz sleep two, Onyx sleeps four. Each unit is private and fully equipped. Onyx a large 110m2+ and has its own private garden.
- **2 stationary Gypsy Camper Vans** (Delilah, Tilly) offering a "van-life" glamping experience with king bed, kitchenette, porta loo. Outdoor waterfall shower and loo with a view.

2. Core inclusions for every booking – complimentary daily servicing and car wash, free Wi-Fi, coffee/tea/rusks/milk, welcome drink of sherry, secure parking, digital local guidebook and on-site host assistance. Celebrations of special events like birthdays, anniversaries and honey moons.

3. Paid extras (bookable online or pre-arrival)

- Bubbly on ice
- Romantic turndown with rose petals, candles & bubble

4. Wellness service – on-site massage studio operated by Shane who is qualified therapist;

All products are sold via a mobile-optimised, payment-enabled website that syncs with OTA calendars but drives most bookings direct, reducing commission costs, by over 50%

Assets

- **Real Property —R2800000**
Freehold 3000m² erf with a renovated four-suite guest house (6beds/5baths/5kitchens), tranquil garden, Bedouin tent, 12 parking bays, three outbuildings, borehole with pump, 5000L JoJo tank and full municipal utilities (water, sewerage, electricity).
- **Furniture, Fittings & Equipment —R1045700**
Complete operational curated inventory: beds, appliances, décor, linen, crockery, outdoor furniture, tools, etc. (detailed list available).
- **Hand-Built Gypsy Wagons (4) —R2 000 000**
Esmeralda, Rosella, Queenie & Thisbe—custom wooden wagons on steel frames with queen bed, kitchenette, fireplace, ball and claw bath, flushing toilet, indoor/outdoor lighting and timed 220V geysers; fully plumbed and wired (built2019).
- **Stationary Gypsy Camper Vans (2) —R630000**
Tilly (2019NissanInterstar) and Delilah (1982VWAutovilla) converted into en-suite glamping units with gas geysers, porta-loos and dual 12V / 220V electrics, plus nearby waterfall shower and toilet (registration papers on file).
- **Brand & IP**
“GypsyLife” trading name, logo set, style guide and full brand pack (fonts, colour palettes). Trademark not yet registered—open for buyer to file.
- **Digital Assets**
SEO-ranked domains (gypsylyfe.co.za, gypsyguesthouse.co.za); mobile-optimised WordPress site with payment gateway; high-converting promo pages; automated CRM & guest messaging in GoHighLevel (“MoolaHub”); NightsBridge PMS & channel manager with seven-year booking history; email/WhatsApp database (~3000 contacts). Admin credentials transfer on sale.
- **Online Presence & Databases**
Facebook @GypsyWagonsClarens (17000 followers); Instagram @GypsyLifeClarens (1400 followers); Facebook Recommend 96% (61reviews); Google rating 4.7 (172reviews); ready-to-activate Google Ads & Meta campaigns; fully optimised Google Business Profile.
- **Ancillary Social Handles**
Reserved names “GypsyLife”, “GypsyWagons”, “GypsyBiz” with low-follow placeholder pages; brand-protection value.
- **Photography & Creative Library**
Hundreds of high-resolution professional images, drone clips, Canva templates, story videos, reels and two polished two-minute marketing videos (all supplied on memory stick).
- **Service & Supplier Agreements**
Transferable contracts for backup housekeeping, laundry, grounds care and preferential firewood supply (PDF copies on memory stick).
- **OTA Listings & Ratings**
Airbnb (20× consecutive Superhost), Booking.com (9.2/10), LekkeSlaap (5/5) with excellent review histories and synced calendars. Login credentials handed over.
- **Operational Manuals**
Comprehensive SOPs for bookings, housekeeping, maintenance; HR contracts and admin files (digital & printed, supplied on memory stick).
- **Accounting Software**
Sage setup with four years of reconciled financials; full exportable data provided.

Full breakdown of asset value calculations and the detailed inventory list are available on request.

Employees

3 full time, permanent staff.

Give a breakdown of staff / functions / length of service: _____

1. – Cleaner, has worked for us from the beginning, and worked for previous owners. She is the matriarch of the crew. Old school, dedicated and reliable.

2, Co host and Cleaner, Has worked for us since 2023. Her nick name is Smiley. Guests love her. She loves learning and shows improvement and growth each month.

3, looks after the garden and maintains the building and grounds.

Financials and Forecasts

Full access to detailed inventory of assets and audited financial records available on request.

Reason for Sale

The founders, Sandy & Shane Muller, being Gypsies them selves, have exceeded their maximums stay record of 5 years, and now after 7 years, feel it is time to move on to new continent and new adventure. They are expanding their digital-marketing agency and preparing for fulltime van-life road trip in the UK and Europe. To stay true to that nomadic plan, they're seeking a new custodian for Gypsy Life.

We're searching for a kind-spirited custodian—not just a buyer—who will nurture GypsyLife's bohemian soul. You'll appreciate handcrafted details, uphold the warm hospitality that earned our 5 reputation, and treat our loyal team and guests like family. With an eye for storytelling and a drive to expand (think new creative units, retreats, catered dinners), you'll carry our vision forward while adding your own magic to this colourful Clarens haven.

Conclusion

In short, Gypsy Life offers a turn-key, story-rich hospitality asset: solid bricks-and-mortar, distinctive wagons and vans, a thriving digital engine and a loyal guest base—all wrapped in clear SOPs and clean books. Every component is in place for a new custodian to step in, preserve our hard-won standards and unlock the next wave of growth. Serious buyers are invited to request the full inventory, valuation workbook and NDA package to begin due-diligence.