



CROSS KEYS INN

Ettrickbridge, Selkirk, TD7 5JN

FREEHOLD: OFFERS OVER - £500,000 | REF: 5255044

KEY HIGHLIGHTS

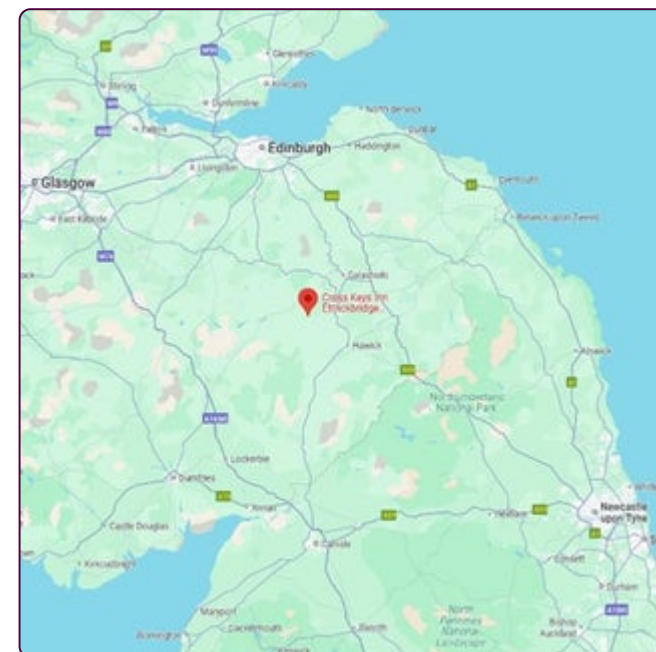
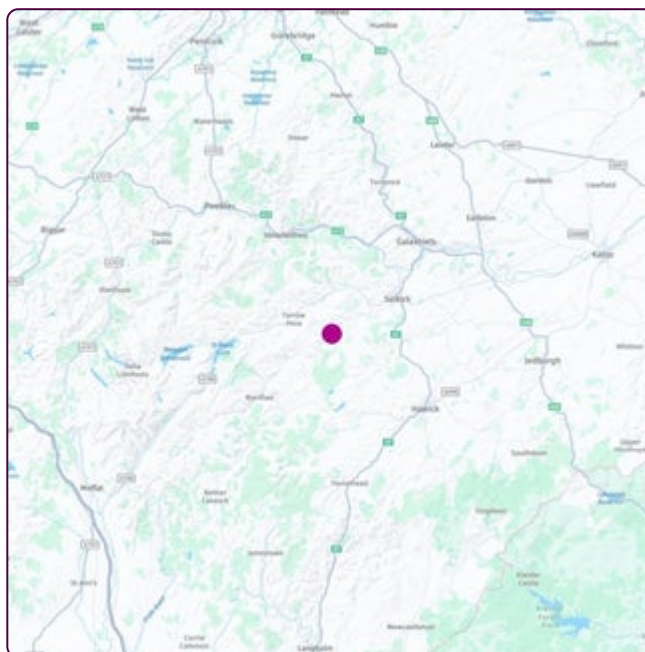
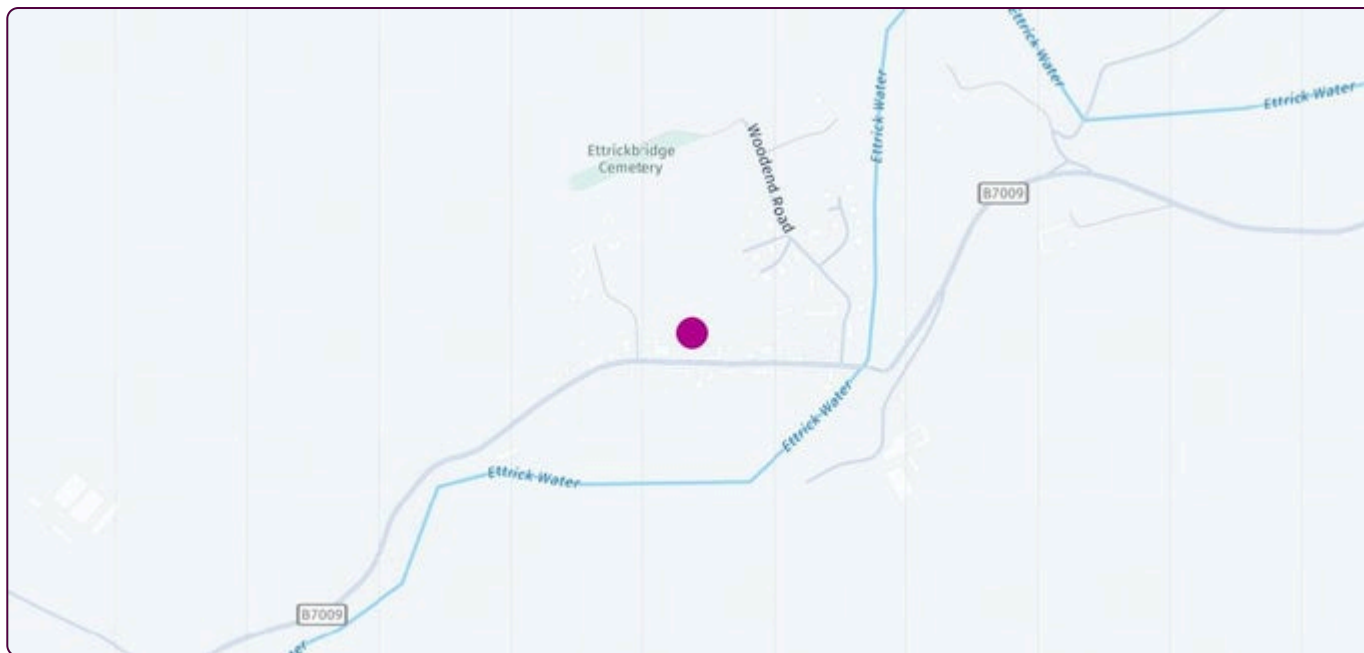
- Bar, Restaurant & Hotel
- Scottish Thistle Best Pub of the Year 3x
- TripAdvisor 4.9 Rating
- Prominent Roadside Location
- 7 En Suite Letting Rooms / 2 Bed Staff Flat
- Fully Fitted Commercial Kitchen | EPC Rating F

LOCATION

The Cross Keys Inn is nestled in the charming village of Ettrickbridge, just outside Selkirk, in the middle of the Scottish Borders.

Surrounded by rolling hills and outstanding, picturesque countryside, the pub is at the heart of the valley's vibrant community life and is where the warmest rural welcome is offered to visitors.

With its multiple award wins, the Cross Keys Inn has become a destination in its own right. With stunning scenic routes from multiple directions, the one to two hour drives from Edinburgh, Glasgow, Newcastle and Carlisle make for joyous, jaw-dropping journeys for overnight visitors.





THE OPPORTUNITY

An excellent opportunity to acquire a well-performing business with multiple revenue streams, and capacity to grow yet further. With exciting developments nearby, including a new Center Parcs, a fast-growing international clientele and burgeoning shooting and fishing market for the off-peak seasons, the Cross Keys Inn is ready for its next chapter in a long history.

The Cross Keys Inn boasts unparalleled reviews across online platforms such as TripAdvisor, Google, Facebook and Booking.com since its current custodians took ownership, refurbished, re-opened and breathed new life into the premises. It has been named Best Pub at the Scottish Thistle Awards 2023, 2024 and again for 2025 after representing the South of Scotland at the national finals. It has also been a finalist at the Great British Pub Awards and the National Pub & Bar Awards, both in 2024.

The Cross Keys Inn Ettrickbridge would be well suited to an owner-operator, family business or someone looking to enter the hospitality industry. With an excellent, well-motivated and local workforce passionate about their community's pub, the business is in an excellent turnkey position.

DESCRIPTION

The award-winning Cross Keys Inn is a must if you are looking for a traditional, countryside pub at the centre of a vibrant, rural community's life. Attracting locals and visitors from neighbouring towns and overnight guests from further afield, the warmest of welcomes is always on offer (check out TripAdvisor to see just how well-appreciated that welcome is).

Current owners, Rory and Vicki Steel, set about to rescue the pub from closure and revitalise it for the community, helping make the village a sustainable place to live. The couple has a strong ethos on working with local suppliers and brewers, helping cement its reputation.

TRADING HOURS

Monday to Thursday

4.00pm - 11.00pm

(Food 5.00pm - 7.45pm)

Friday to Saturday

10.00am - 11.00pm

(Food 12.00noon - 2.00pm & 5.00pm to 8.30pm)

Sunday

10.00am - 10.00pm

(Food 12.00noon to 7.15pm)





INTERNAL DETAILS

The interior of the Cross Keys Inn beautifully blends traditional charm with modern comfort, following a major refurbishment in 2023. Housed in a 17th Century coaching Inn, the space features warm earthy décor inspired by the Scottish Borders, with roaring fires, exposed beams, and a gallery of historic photographs that evoke a strong sense of place.

The pub and dining areas are cosy and welcoming, often bustling with friendly locals and visitors enjoying traditional pub fare and local ales. The bar is dog-friendly and hosts regular events like quizzes, dominoes, and live music nights. There is a snug at the back where young farmers play darts and watch rugby matches on the TV, or local groups use as a meeting space.



FIXTURES & FITTINGS

All fixtures and fittings will be included in the sale. All brand assets relating to Cross Keys Inn Ettrickbridge, including digital assets, are included in the sale.

LETTING ACCOMMODATION

The Inn offers seven luxuriously and individually designed en suite bedrooms fully refurbished in 2023, including doubles, kings (all with twin options) and a family room. Each room is furnished to a high standard, some rooms feature baths as well as showers.

OWNER'S ACCOMMODATION

The property has a two bedroom staff accommodation, making ideal for someone looking to live on the premises.





EXTERNAL DETAILS

To the rear of the property is free customer parking that can accommodate c12 cars. Further free parking is available on Ettrickbridge's main street.

There is potential scope to develop this land for further accommodation with the correct planning consents.

The pub has a good sized, south, west and north-facing beer garden with 50 covers and a large shed for secure bike storage.

Outside, there are two large tables and benches for watching the world go by and a well-appointed south-west facing beer and pizza garden that's especially popular in summer.

TRADING INFORMATION

We have been provided with management accounts for the 12 month period ending December 2024 which show a total Net Turnover of c.£500,000. Year End 2025 is set to surpass Year End 2024.

Trading Profit & Loss Accounts will be provided to seriously interested parties after a formal viewing has taken place.

STAFF

Staff information will be provided to seriously interested parties.

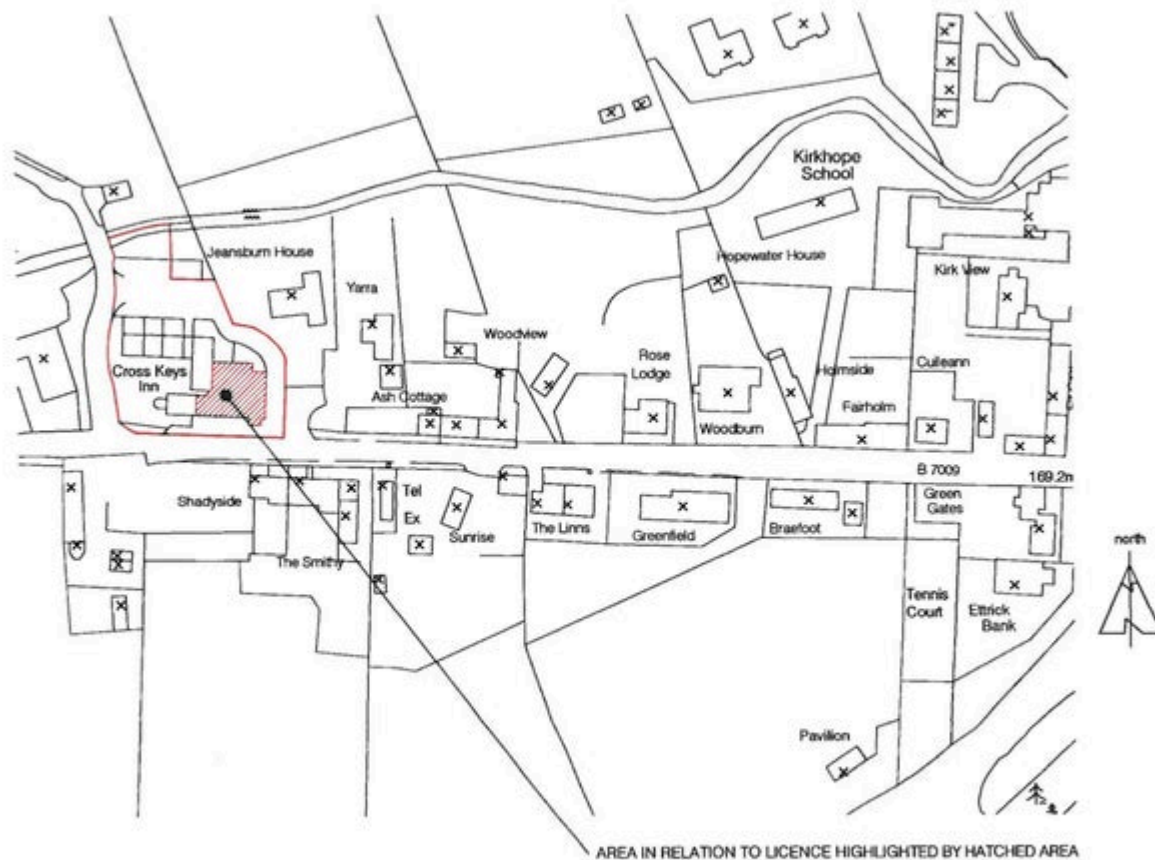
REGULATORY

Premises Licence

BUSINESS RATES

The Rateable Value as of 29 May 2023 is £11,000. Our client has advised It is currently eligible for full small business rates relief.

Confirmation of actual rates payable can be obtained from the local Authority.



LOCATION PLAN
SCALE 1:1250

DEBT & INSURANCE ADVISORY

FINANCE

Christie Finance has over 40 years' experience specialising in sourcing commercial finance. We can offer support throughout the whole buying process, working tirelessly on your behalf to deliver effective funding solutions on a timely basis. We can offer both secured and unsecured lending solutions to suit potential buyer requirements.

CONTACT

T: 0344 412 4944

E: enquiries@christiefinance.com

RCC Business Mortgages plc, trading as Christie Finance, is authorised and regulated by the Financial Conduct Authority. Our Firm Reference number is 709982. Not all types of business we undertake is authorised and regulated by the Financial Conduct Authority. Christie Finance operate as an intermediary and are not a principal lender.



INSURANCE

Christie Insurance has over 40 years' experience in advising and arranging insurance, including Life and Employee Benefits. We have a clear sector focus. We use our sector knowledge, skill and persistence to place your insurance requirement quickly and efficiently. When it comes to claims, we are tenacious on our client's behalf.

CONTACT

T: 01908 920 570

E: enquiries@christieinsurance.com

Christie Insurance is a trading name of RCC Insurance Brokers plc. Registered in England No. 0083266. Registered Address: Whitefriars House, 6 Carmelite Street, London, EC4Y 0BS. Authorised and regulated by the Financial Conduct Authority. FCA No. 980433.



CONTACT

No direct approach may be made to the business. For an appointment to view, please contact the vendor's agent:



SIMON WATSON

Senior Business Agent - Hospitality

T: +4477 5455 9534

E: simon.watson@christie.com

CONDITIONS OF SALE

These particulars are a general guide to the property and are not to be relied on as statements or representations of fact. Purchasers should instruct professional advisers and rely on their own searches, enquiries and inspections regarding the property and any associated business. Neither Christie & Co nor any employee is authorised to give any representation or warranty regarding the property. Christie & Co for itself and for its client gives notice that: (a) these particulars are made without responsibility on the part of Christie & Co or the client and do not constitute any part of an offer or contract; (b) Christie & Co has not conducted a detailed survey or tested services, appliances or fittings; and (c) any dimensions, floor plans and photographs provided are for indicative purposes only.

The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and residential address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Christie & Co employee, or certified copies be provided.

