FREE GUIDE · BUYARESTAURANTINFRANCE.COM

7 things Americans get wrong about buying a restaurant in France

For restaurateurs and operators — from someone who's run kitchens on both sides of the Atlantic.

RÉMY KERBA

WHO THIS IS FOR

You already know restaurants — you've run a floor, managed a kitchen, and owned the P&L. You're serious about France. This guide is for you.

WHY RÉMY

I've been on both sides of the process.

- 25+ years in the U.S. owning and operating restaurants in the United States.
- Bought, ran, and sold a successful restaurant in the suburbs of Paris.
- Licensed commercial specialist focusing exclusively on restaurants.

I know what a restaurant demands ...

And I know what France demands of a restaurant buyer.

This guide is the conversation I wish someone had had with me before I signed anything.

Rookie errors

1

Thinking the restaurant is worth whatever someone will pay for it

In France, a *fonds de commerce* has a structured valuation based on revenue and sector multipliers. Emotion is not a line item.

→ **Learn valuation before you fall in love.**

2

Assuming you can run the floor the same way you did back home

French labor law is stricter on staffing flexibility, paid leave, and termination. Model the real cost before you sign.

→ **Understand and accept French labor costs early.**

3

Treating the lease like an American lease

The *bail commercial* has renewal rights and real monetary value. Understanding it protects you.

→ **A beautiful space with the wrong lease is not a good deal.**

4

Not checking what the lease actually lets you cook

The *destination* clause defines the legally permitted activity and equipment. Check it before you fall in love with a space.

→ **Confirm that the clause matches your vision and concept.**

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5 Expecting to finance it the way you would back home

French banks are cautious lenders and foreign buyers often face tighter financing options.

→ Know your capital position before you start your search.

6 Underestimating what the transaction actually costs

Budget 10–15% beyond the purchase price for taxes, legal/notaire fees, brokerage, and working capital.

→ The purchase price is the beginning – not the end.

7 Going it alone without someone who speaks both systems

French professionals know the French system. That's not the same as knowing yours.

→ Work with someone who speaks the language of French restaurant operations and commercial real estate – in French and English. I'm your bridge between both systems.

Ready to talk through your project?

I set aside a limited number of consultation slots each month for restaurateurs and operators serious about a French acquisition. No pitch. No pressure — just a direct conversation about what you're looking at and whether it makes sense.

BOOK A FREE 30-MINUTE CALL

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