

FOR SALE: Banners and Signs

The perfect add-on for trade show/promotional product vendors!

Financial Overview

List Price: **\$243,000**

Gross Sales
2017: \$305,576

Owner Profit/Cash Flow
2017: \$81,230

Profit Margin: 27%

Multiple: 3

Valuation: 2017 Cash Flow x Multiple = Price
\$81,230 x 3 = \$243,690

Assets Included in Purchase: \$169,690

Office Furniture & Equipment: \$33,325
Tools & Warehouse Equipment: \$25,080
Showroom and Sample Displays: \$16,285
Rental Display Inventory: \$95,000

**amounts may vary*

Business Information

Years in Business: 24

Location: Southeastern Tennessee

Number of Clients: 240+ active

Client Industries: Banking, Utilities, Manufacturing, Insurance, Trucking, and Technology

Products: Displays – floor, table top, portable, tents. Banner stands, hanging signs, promotional products and more.

Services: Display sales and rental. Exhibit storage and management – approximately \$317K of exhibit property for 14 clients.

Building: 5,000-sq. ft. – showroom, office, workroom, and 1,250-sq. ft. for storage.

Reason for Selling: Retirement

Employees: 1 FT – manages inventory, customer displays, repairs and more.

Seller Training Period: 90 days

Growth Opportunities: Online sales. Develop customer base for promotional products. Hire 1099 employees to man rental booths at trade shows. Offer more marketing services. Expand service area.

Current Owner's Responsibilities: Sales and operations.

Funding Example

Purchase Price: **\$244,000**

15% **Buyer Down Payment:** \$36,450
15% **Seller Financing:** \$36,450
70% **Bank Loan:** \$170,100

A 15% down payment profits \$43,985 in the first year after debt payments, representing a 121% return on investment.

Description

This promotional product sales & rental business with over 200 active clients would be the perfect add-on for another trade show/promotional product vendor. Clients are local and regional leaders in banking, insurance, technology and other industries, who routinely need displays and signage for trade shows, in-house promotions, and marketing campaigns. Services include display sales and rental, as well as exhibit storage and management, of which 14 clients currently house \$317K worth of exhibit property in the company's warehouse.

The company leases a 5,000-sq. ft. space housing an office, showroom, workroom space, and 1,250-sq. ft. dedicated to storage. A full-time employee manages inventory and customer displays, sets up booths as needed, and provides necessary repairs to equipment and exhibit property.

Growth exists in selling online, developing the customer base for promotional products, hiring 1099 employees to man rental booths at trade shows, or through offering more marketing services to existing clients. An ambitious buyer could look into expanding the service area through network contacts in other cities.

This is a great opportunity to take a company entering its 25th year to the next level. An industry buyer, such as a large-format printer, would get a great client base, or a marketing company could add complementary services.