

# FOR SALE: Premium Playground Distributor Profiting Over \$500K

*Sales, Delivery, & Installation of Playgrounds & Recreation Equipment*

## Financial Overview

**List Price:** \$1,750,000

### Gross Sales

TTM	2021	2020	2019
\$3,276,290	\$2,981,572	\$3,106,509	\$2,033,630

### Cash Flow

2022 Annualized	TTM	2021	2020
\$959,777	\$543,735	\$445,398	\$462,180

- **Profit Margin:** 17%
- **Multiple:** 4

**Valuation:** TTM Cash Flow x Multiple = Valuation  
 \$543,735 x 3.2 = \$1,739,952

## Assets Included in Purchase: \$725,390

**Hoops:** \$56,000  
**Trampolines:** \$149,000  
**Playgrounds:** \$205,000  
**Equipment:** \$68,547  
**Vehicles:** \$246,843

*\*amounts may vary, assets may be depreciated, replacement cost, or fair market value*

## Business Information

**Year Established:** 1993

**Service Area:** NE & IA

**Location:** Omaha, NE

**Services:** Delivery and installation of residential playground equipment (65%), commercial playground equipment (5%), trampolines (12%), basketball equipment (12%), and hosting on-site birthday parties and free-play (6%)

**Lease:** Facilities: total 20,000 sq. ft: 5,000 sq. ft of offices and party rooms, 10,000 sq. ft show floor/ play space, 5,000 sq. ft warehouse and equipment storage

**Reason for Selling:** Reprioritization and more time to focus on family

**Personnel:** 10 total: 3 in store sales associates, 1 receptionist and greeter, 2 installers, 2 seasonal installers, and 2 subcontractors

**Growth Opportunities:** Creating partnerships with small schools (preschools, special education schools), municipalities to work on public parks, and growing the commercial side of business

**Owner Transition Period:** 6 months-1 year

**Current Owners' Responsibilities:** Works actively with responsibilities including payroll, marketing, accounting, general oversight, scheduling, and logistics.

## Funding Example

**Purchase Price:** \$1,750,000

<b>12.5% Buyer Down Payment</b>	\$218,750
<b>12.5% Seller Financing</b>	\$218,750
<b>75% Bank Loan</b>	\$1,312,500

A 12.5% down payment of \$218,750 returns \$287,820 in the first year after debt payments!

## Description

This premium playground company handles the sales, delivery, and installation of recreation equipment consisting of residential playground equipment (65% of revenue), commercial playground equipment (5% of revenue), trampolines (12% of revenue), and basketball equipment (12% of revenue). They also host on-site birthday parties and free-play time which allows for a significant amount of cross-advertising and makes up 6% of their revenue. This is held in their 20,000 sq. ft. facility which consists of 5,000 sq. ft of offices and party rooms, 10,000 sq. ft show of floor/ play space, and 5,000 sq. ft warehouse and equipment storage. There are no comparable competitors in this business's area and they are able to control the quality and timeliness of every installation through their well-trained and experienced team. Their staff consists of 3 in store sales associates, 1 receptionist and greeter, 2 installers, 2 seasonal installers, and 2 subcontractors.

Established in 1993, the reputation of this business is incredibly well known in the Omaha area and is overall positive, as a large portion of their customer base has approached them due to word of mouth. The current owner purchased this business in 2009 and since then has worked full-time with responsibilities consisting of payroll, marketing, accounting, general oversight, scheduling, and logistics. The current owner is looking to sell in order to spend more time with his family, and has offered a transition/ training period of up to one year to ensure a smooth transition.

Priced at **\$1,750,000**, a new owner would see a 132% return on investment in the first year of purchase! With growth opportunities including partnering with small schools, public parks, and growing the commercial side of business, this business is primed for new ownership to step in and build the upon the growth pattern seen in recent years while benefiting from the day-to-day activities of bringing joy to children that current ownership revels in.

**- CONFIDENTIAL -**

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