

FOR SALE: Wholesale of Niche Goods with Distribution Facility – 100% Absentee

800+ reoccurring clients: B2B only!

Financial Overview

List Price: **\$5,450,000**

Gross Sales

2023
\$8,301,202

Cash Flow

2023
\$1,349,377

Valuation: Cash Flow x Multiple = Valuation
 $\$1,349,377 \times 4.1 = \$5,397,508$

Assets Included in Purchase: \$2,025,000

Assets: \$365,000: fork lift, extensive warehouse shelving, pallet shrink wrapper, packaging equipment, pallet racking

Leasehold Improvements: \$150,000

Inventory: \$1,508,021 in licensed sports team novelty items. This fluctuates constantly.

Business Information

Services: Wholesale distribution of licensed sports team goods

Product Brands: NFL, MLB, NBA, MLS, NGH, NASCAR, US Army, Jack Daniels, Harley Davison

Product Types: Accessories, gifts, home goods, displays, novelties, fan gear & more! Over 300 product types with a highly diversified portfolio of 40+ vendors. They do not sell clothing or sports equipment

Clients: Over 800 B2B customers made up of truck stops, grocery stores, online ecommerce companies, and others. They have both wholesale and dropship customers

Office & Distribution Center: 42,000 sq. ft. distribution center, 4,000 sq. ft. warehouse/storage

Location: Omaha, Nebraska

Service Area: Continental United States

Manufacturers: WinCraft, Fremont Die, Schutt, Riddell, ProMark Northwest, and more (all licenses are held by manufacturer)

Established: 30+ years

Employees: 10: President, Purchasing Manager, Controller, Sales Director, 6 in Warehouse & Shipping

Seller Transition: 6 months to 1 year, though likely this would not be needed

Reason for Selling: Health, owner has already relocated out of state

Funding Example

Purchase Price: **\$5,450,000**

10% Buyer Down Payment	\$545,000
10% Seller Financing	\$545,000
5% Equity Roll	\$272,500
75% Bank Loan	\$4,087,500

A 10% down payment of \$545,000 returns \$606,107 in the first year after debt payments!

Description

Their distribution facility ships to over 800 B2B customers across the Continental US, made up of truck stops, grocery store chains, ecommerce companies, and more. There is a good mix of wholesale clients versus dropship orders where no inventory is held. The business has a highly diverse portfolio of more than 40 vendors, such as Riddell, WinCraft, and Fremont Die. There is a strong leadership team in place, including a President, Controller, Purchasing Manager, and Sales Director, plus a full warehouse & shipping team. The tenured President will stay in place as operator if the buyer desires. The owner resides out of state and has a very minimal role. The assets included are valued at \$2,025,000, these assets are licensed sports team novelty items, a forklift, extensive warehouse shelving, pallet shrink wrapper, packaging equipment, pallet racking, and leasehold improvements. The company produced nearly \$9M in revenue in 2022, putting \$1.2M to the bottom line. Boasting over 300 types of products ranging across accessories, gifts, home goods, and gear, they have something for every fan. They do not sell shoes, clothes, or sports equipment. Their most popular product brands include products associated with the NFL, MLB, NBA, MLS, NGH, Nascar, US Army, Jack Daniels, and Harley Davidson.

Priced at **\$5,450,000**, this business includes 2 million in assets, a strong team, and solid reputation and history, putting a new owner in the perfect position to continue operating and growing successfully. Over 3 decades ago, this company started with the teenage owner who sold his first baseball card; now over 30 years later, this business thrives in the distribution of sports products & highly recognizable brands. The owner is willing to finance 10% and/or retain 5% equity, as a show of good faith in the ongoing success of the business. A 10% down payment of \$545,000 returns \$606,107 in the first year after debt payments!

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Last revised by: BV 3.26.2024