

FOR SALE: PR & Event Agency with Political Focus

Marketing & strategic development have raised \$175M for candidates & non-profits

Financial Overview

List Price: **\$210,000**

Gross Sales

2016: \$350,794

2015: \$236,259

2014: \$272,181

Owner Profit/Cash Flow

2016: \$88,728

2015: \$51,152

2014: \$84,076

Profit Margin: 25%

Multiple: 3

Valuation: 2-Year Avg Cash Flow x Multiple = Price
\$69,940 x 3 = \$209,820

Assets Included in Purchase

Intangible Assets: Niche market, outstanding reputation, strong client base

Contracts: Multiple, year-long municipal contracts for events and PR. Several non-profit, multi-month development, PR & event planning contracts. One corporate PR contract.

Business Information

Years in Business: 13

Location: Austin, Texas

Service Area: Nationwide, with 80% in Texas

Clients Base: Small corporate, non-profit and public sector for local and national entities focused on political and issue-based results.

Services: Public relations, advocacy campaigns, strategic planning, event planning, development and fundraising, public meetings and stakeholder outreach

- Marketing – 30%
- Event Planning – 30%
- Public Relations – 30%
- Board recruitment – 10%

Reason for Selling: Retirement

Employees: 4 (Agency President, Marketing Director, Account Manager, Office Manager)

Seller Training Period: 3 – 6 months

Growth Opportunities: City contracts are a huge growth opportunity. More event planning for non-profits.

Current Owner's Responsibilities: Employee management and client recruitment.

Funding Example

Purchase Price: **\$210,000**

15% Buyer Down Payment: \$31,500

15% Seller Financing: \$31,500

70% Bank Loan: \$147,000

A 15% down payment profits \$56,541 in the first year after debt payments.

Description

Marketing and strategic development efforts on the part of this PR & event agency have raised \$175M for candidates and non-profits since 2005. With a focus on politics, this is a great niche add-on for a marketing or publishing company interested in public sector work. Located in Austin, Texas, clients are local, statewide and national non-profits and public organizations requiring assistance with PR, campaigns, fundraising and more. With a strong background in issue campaigns, some of the agency's notable past clients include national and state Senate races, children's and women's policy initiatives, and local public programs. The agency also holds contracts with a few Texas cities for elections, community organizing, small business program advocacy and more.

An Agency President heads development and communication strategy for clients. Also on staff are a Marketing Director, an Account Manager, and a Human Resources Manager. The seller manages employees and handles "big picture" strategy, and will transition for 3 – 6 months, if desired.

Growth exists in landing more city contracts. A political background, or some experience in political PR and marketing, will be a huge benefit to any buyer wanting to add more public sector work to the roster. A buyer could also choose to provide more event planning for non-profits, especially in fundraising and development. This agency presents a great opportunity to any marketing or publishing organization wanting a policy arm, and with a great staff in place, a buyer would be receiving a well-established company with an unparalleled portfolio.