

**The Firm Business Brokerage**

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**ID#: ADV025**

**FOR SALE: Softline Promotional Screen Printing**

*Orders from $400 - $24,000!*

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| Financial Overview  **List Price: $545,000**  **Gross Sales**  **2018:** $479,594  **2017:** $446,465  **2016:** $462,282  **2015:** $400,052  **Owner Profit/Cash Flow**  **2018:** $167,697  **Profit Margin:** 35%  **Multiple:** 3.25 \**Multiples range from 1-5, the average being 3*  **Valuation:** 2018Cash Flow x Multiple = Valuation  $167,697 x 3.25 = $545,015 |  | Funding Example  **Purchase Price: $545,000**  *10%* **Buyer Down Payment:** $54,500  *10%* **Seller Financing:** $54,500  *80%* **Bank Loan:** $436,000  *A 10% down payment of $54,500 returns $86,749 in the first year after debt payments!*  Description  Screen printing on softlines is the specialty of this Des Moines area business. With orders from $400 - $24,000+, this company has developed many long-term relationships with local schools, clubs, nonprofits, businesses, and sports teams. Design services are available and printing options include screen-printing, heat transfers, and embroidery. Orders come in steady throughout the year and include printed items for fundraisers, parties, dances, events, and uniforms. This team can print any item with customized graphics and deliver the products within two weeks.  The efficient team is led by the owner who manages the day-to-day operations. The owner does not typically print but is able to assist during the busy season. There is one full-time printer and one part-time printer who complete production. Though lean, this team is very effective and efficient in meeting their revenue goals.  This business has developed by building positive and long-standing relationships with community members. This company is recognized as a reliable and trusted partner for many local and regional organizations. For those looking for growth opportunities, they can be found in developing a strategic advertising campaign, building contract printing customers, and increasing the team to increase capacity.  Next Steps  For a detailed financial package, please contact Cortney Sells or one of The Firm Business Brokerage’s professionals at 402.998.5288 or email [Confidential@TheFirmB2B.com](mailto:Confidential@TheFirmB2B.com). |
| Assets Included in Purchase\*:  **Equipment:** Heat press, Workhorse printer, dryer, developer, furniture, fixtures, etc. Fully-functional from day one.  **Inventory:** Wearables and printables  **Intangible Assets:** Many repeat customers, long-term client relationships, trusted establishment, good social media reviews, many positive testimonials  *\*amounts may vary* |  |
| Business Information  **Year Established:** 2008  **Location:** Des Moines, Iowa area  **Service Area:** Local (85%), regional (10%), and national (5%) clients  **Clients:** Schools, nonprofits, businesses, events, sports teams, churches, camps, clubs, fundraisers, leagues, reunions, not currently printing single item orders  **Services:** Softline screen printing, heat transfers, embroidery, promotional products  **Lease:** 1,500 sq. ft.: Office, showroom, workroom, storage, delivery area, restrooms  **Reason for Selling:** Retirement planning  **Employees:** 2: 1 FT printer, 1 PT printer  **Hours:** M-F 9:00-5:00  **Seller Training Period:** 90 days or as negotiated  **Growth Opportunities:** Build subcontracting contract work, strategically advertise to build business, increase the team to increase capacity  **Current Owner’s Responsibilities:** Owner/operator |  |
|  | Last Revised ETB 4/16/19 | |
| ***- CONFIDENTIAL -*** | | |
| *The Firm makes no warranties or representation in consideration to the information provided above. All communication regarding this business must occur directly with The Firm Brokerage, LLC.* | | |