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**ID#: SER075**

**FOR SALE: Printing & Design with Direct Mail Focus**

*Since 1944 this company has been servicing repeat clients in the Northwest!*

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| Financial Overview  **List Price: $780,000**  **Gross Sales**  **2018:** $1,016,153  **2017:** $978,929  **Owner Profit/Cash Flow**  **2018:** $243,389  **2017:** $234,470  **Profit Margin:** 24%  **Multiple:** 3.25  **Valuation:** 2018Cash Flow x Multiple = Valuation  $243,389 x 3.25 = $791,014 |  | Funding Example  **Purchase Price: $780,000**  *10%* **Buyer Down Payment:** $78,000  *10%* **Seller Financing:** $78,000  *80%* **Bank Loan:** $624,000  *A 10% down payment of $78,000 returns $127,536 in the first year after debt payments!*  Description  With $210,000 in assets, this business produces a 24% margin, and the buyer’s return on investment is $127,536! In business since 1944, this company offers design, printing, and direct mail printing services for corporate clients throughout the Northwest region. With a focus on general printing, projects can include brochures, stationary, coupons, manuals, or newsletters. With large format printing making up 20% of all projects. In addition to design/print services, direct mail printing helps to balance annual revenue streams, with a subcontractor handling the mailing of items. Excellent customer service has set this brand apart from their competition, treating clients like family, meticulously fulfilling orders, and exceeding expectations. Customers are large and small companies, cottage industries, municipalities, utilities, but there are no one-off printing services for walk-in non-commercial clients available. Located near Portland, Oregon, delivery is available for those within driving distance, but for customers outside the area, items are shipped directly to their door.  The production facility is 5,000 square feet of space in total, with four offices (10%), storage (25%) and a large production floor (65%). Five employees work within this business with three working full-time while two are part-time. Employees are cross-trained and can collaborate across specialties to ensure fluid operations. The owner currently focuses on oversight, business development, and consulting with the staff to maintain their high-quality standards. |
| Assets Included in Purchase\*: $210,000  **Equipment:** $210,000: Printing and binding equipment, furniture and fixtures  **Vehicles:** One delivery van  **Inventory:** $11,000: Paper, binding materials, ink, plates, spare parts  **A/R:**  $109,000  **Intangible Assets:** Well-established business, long-term customers, positive reputation, highly-skilled team with the ability to print in many different formats, reliable and knowledgeable partner, customer service focused operations  *\*amounts may vary, assets may be depreciated, replacement cost, or fair market value* |  |
| Business Information  **Year Established:** 1944  **Location:** Portland, Oregon area  **Service Area:** Portland, Oregon area and the regional Northwest  **Services:** General printing, design, direct mail printing  **Clients:** Commercial businesses  **Lease:** 5,000 sq. ft.: 4 Offices (10%), storage (25%), production floor (65%)  **Reason for Selling:** Retirement planning  **Employees:** 5: 3 Full-time, 2 part-time  **Seller Training Period:** 90 days  **Growth Opportunities:** Engage on social media to show the community what they can do  **Current Owners’ Responsibilities:** Oversight, business development |  |
| ***- CONFIDENTIAL -*** Last Revised AB 1/3/20 | | |
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