

## Broker Info



## Background

**General Location:** Los Angeles, CA  
**Category:** eCommerce  
 Automotive  
**Years in Business:** 18  
**Under Present Owner:** 18  
**Hours of Operation:** M-F 9am-5pm Pacific Time  
**Owner Hours:** 8am-10am  
**Training:** flexible and willing weeks @ TBD hours  
**Organization Type:** LLC  
**Lease Expiration:** n/a  
**Lease Options:** n/a  
**Building Size:** n/a  
**Employees:** 6  
**Reason for Sale:** 18 years of doing this

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## Summary

**\* Under Contract\* Backup offers accepted**

## Overview

Well branded virtually operated eCommerce company in the automotive safety space with 18 years in business. Their niche is providing backup camera solutions to the RV community and historical autos. This company has strong margins that can be leveraged for expansion. 2020 financial performance exceeded 2019 numbers.

- 2020 total revenue was 3.1M, with an EBITDA of 780k
- Q1 2021 Revenue \$699,773 v Q1 2020 Revenue \$663,342, Q2 and Q4 are historically best months
- Most aspects of this business are outsourced, things like customer support, sales, bookkeeping and fulfillment
- There are two owners, one of them works about 10 hours per week and they other does not work on the business
- They have an assistant that could be groomed to manage the business if desired by a new owner
- The business has two part-time web developers, and those roles could be outsourced to a website service company for less than what they're paying today

## Financials

**Asking Price:** \$3,500,000  
**Down Payment:** Negotiable  
**Gross Sales:** \$3,102,234  
**Discretionary Cash Flow:** \$779,991  
**FF&E:** \$0  
**Inventory Included?** No  
**Inventory:** \$250,000  
**Min. Operating Capital:** \$30,000  
**Real Estate Available?** No  
**Rent:** \$0  
**Financing:** SBA

Year	2020	2019	2018
Gross Sales	\$ 3,102,234	\$ 2,573,287	\$ 3,410,385
Gross Profit	\$ 1,483,943	\$ 1,571,767	\$ 2,071,195
Disc. Earnings	\$ 779,991	\$ 643,780	\$ 818,538

## Growth and Expansion Opportunities

1. Wholesaling strategy to governments and other verticals, the wholesale revenue dipped in 2020 due to Covid
2. Enhance SEO
3. Add more products in the automotive safety sector
4. Grow the business overseas

For more information; please register and complete the Non-Disclosure Agreement at <https://www.bizex.net/buy-business/register>.

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