



**Broker Info**



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**Background**

**General Location:** Los Angeles, CA  
**Category:** Automotive eCommerce  
**Years in Business:** 10  
**Under Present Owner:** all  
**Hours of Operation:** 9am-6pm  
**Owner Hours:** varies  
**Training:** 4 weeks @ 30 hours  
**Organization Type:** C-Corp  
**Lease Expiration:** July 2025  
**Lease Options:**  
**Building Size:** 5,000  
**Employees:** 7  
**Reason for Sale:** Personal Reasons and other career interests

**Summary**

Direct to Consumer (DTC) Automotive Luxury eCommerce Retailer. Well branded and in business since 2013. They provide consumers with multiple brand choices for wheels, tires, and other interior and exterior components. The market niche the company occupies is best described as Aftermarket Automotive Parts (with a distinct focus on aftermarket wheels, tires, and accessories). The company also operates a storefront with a service station.

- Business does less volume but focuses more on higher margin sales.
- 90% of all customers are retail, while the other 10% are wholesale customers
- 2 owners with 3 staff/employees (2 full-time and 1 part-time)
- FF&E = \$125,000 and Inventory of 50k+, buyer to reimburse seller at cost
- SBA approved for the right buyer

**Financials**

**Asking Price:** \$1,195,000  
**Down Payment:** Negotiable  
**Gross Sales:** \$2,216,838  
**Discretionary Cash Flow:** \$264,968  
**FF&E:**  
**Inventory Included?** No  
**Inventory:** \$50,000  
**Min. Operating Capital:**  
**Real Estate Available?** No  
**Rent:** \$7,600

Year	2022	2021	2020
Gross Sales	\$ 2,400,000	\$ 2,700,000	\$ 3,000,000
Gross Profit	\$ 769,000	\$ 800,000	\$ 806,000
Disc. Earnings	\$ 392,000	\$ 448,000	\$ 423,000