



Broker Info



Kresimir Peharda
Business Broker / M&A Advisor
(310) 882-2200 x 172
LIC# 02246770

Summary

This 20+ year old family owned company sells fireplaces, barbecues and firepits. It operates out of a high traffic downtown showroom location. The business offers product sales, installation and repair.

Customers are individuals and contractors that come from a 30 mile radius from the showroom.

Background

General Location: Bay Area, CA
Category: Miscellaneous Retail Furniture & Fixtures
Years in Business: 21
Under Present Owner: 21
Hours of Operation: M-F 10-5:30 showroom and 8-5 installation
Owner Hours: same as above
Training: 11 weeks @ 20 hours
Organization Type: S-Corp
Lease Expiration: 2027 plus option for 5 year extension
Lease Options:
Building Size: 5,000 showroom and 1,500 outdoor
Employees: 4
Reason for Sale: Retirement

Financials

Asking Price: \$739,000
Down Payment: \$75,000
Gross Sales: \$1,673,812
Discretionary Cash Flow: \$258,409
FF&E: \$60,000
Inventory Included? Yes
Inventory: \$64,000
Min. Operating Capital: \$0-200,000
Real Estate Available? No
Rent: \$10,600
Payroll: \$27,900
Financing: SBA

Owners have a customer centric focus. They provide education and custom design advice in 2 areas: fireplaces and outdoor living spaces for both new construction and renovation projects. Outdoor living products include barbecues, firepits, and pergolas. Customer interest in utilizing outdoor living spaces has grown post-COVID.

Business has a solid reputation in the community. One of the few full-service education, design, installation and repair stores in a 30 mile radius.

Key points:

- Large product selection
- One stop shopping from education and design to installation and repairs
- No inventory risk
- Customers pay for products in advance
- High traffic downtown location
- Showroom location has excellent demographics with median household income above \$174,000 and median home value above \$1.8M as of 2022
- SBA pre-qualified
- Ideal buyer is an owner-operator who wants to be active in the business
- Owner has identified several growth opportunities

Growth opportunities:

- Longer working hours during the week and staying open on weekends
- Explore partnerships with contractors and real estate agents to collaborate on projects

Year	2022	2023	2024
Gross Sales	\$ 1,878,661	\$ 1,723,067	\$ 1,673,812
Gross Profit	\$ 847,757	\$ 815,203	\$ 946,259
Disc. Earnings	\$ 76,274	\$ 170,127	\$ 258,409

- Increase online awareness through digital marketing
- Add to existing product offering in the outdoor living category