

LISTING OPPORTUNITY

SB799: Profitable International Advertising Sales & Media Business

30+ Years of Success | Founder Owned-Operated | SBA Pre-Authorized



SPECIFICATIONS

 Price: \$2,199,990 + Inventory	 Revenue: \$4,690,114 (2021)	 Cash Flow: \$745,194 (2021)
 Location: San Francisco Bay Area	 Service Area: Advertisers: Mostly US-based Media Partners: Global	 YOY Growth: 32%+
 Employees: 3 FT	 Reason for Sale: Sellers are retiring	 Goodwill: 30+ Years Success; Deep Client & Media Partner Relationships

BUSINESS SUMMARY

Year Established:	1988
Offering:	Global media representation advertising, media, and demand-generation sales to North American clients
FF&E:	Minimal
Inventory:	None
Clients:	From sectors including Technology, Defense, Engineering, Fashion, Travel and Consumer
Lease:	2 small offices – details upon request
Personnel:	1 Full-Time 2-Part-Time (plus one hourly-paid outside contracted part-time worker)
Geographic markets:	Media Partners: Global
Clients:	Predominantly North America

OPPORTUNITY OVERVIEW

Businesses must increasingly market and advertise internationally to compete in today's global business climate.

The company leverages this ever-increasing need for international business exposure, providing many unique channels which enable advertisers to target strategic print/digital media and demand-generation exposure, across a wide range of Global media-owners. The company has built a compelling stable of media partners who rely on the company as their de facto US-based presence – for selling advertising to predominantly US and Canadian advertisers. These media partners include B2B & B2C print and digital media, demand-generation programs, and much more.

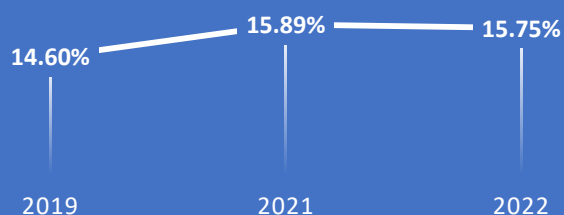
In the US, the company has relationships with a wide range of advertisers, including many Fortune 500 businesses among their client list. These advertisers need global visibility in key industry verticals including technology, engineering, manufacturing, defense, and more. The company operates in the US with 2 small offices. An individual Buyer could conceivably transition to a fully virtual model, or consider a hybrid approach utilizing co-working space(s). A strategic Buyer may consider merging any ongoing office needs into their own existing infrastructure. With over 30 years of successful operations, this profitable business also has the benefit of solid recurring revenue, due to existing relationships already established with both media-owners and corporate advertisers. The 2022 forecast is strong, anticipating another year of solid revenues and strong earnings.

This is a perfect opportunity for a marketing or media executive seeking to make their entrepreneurial mark. Alternatively, a strategic buyer looking for topline B2B services growth through acquisition can quickly add revenues and strong earnings to the corporate P&L, while expanding into a new market segment of Global Media Representation. If you're looking for a competitively differentiated business, offering a compelling value proposition in the media industry, take a closer look at this promising acquisition opportunity.

VALUE PROPOSITION

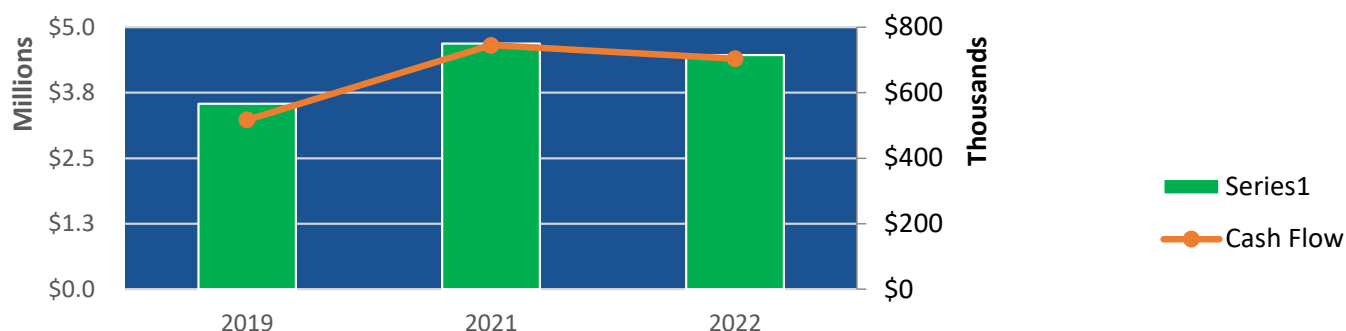
- 32%+ YOY growth in revenues (2021 over prior period)
- Lean operating expense model
- Differentiated approach to international media representation
- Well-established partners with global media owners
- Deep relationships with repeat corporate advertising clients
- Strong 2022 forecast for continued success
- 2 small offices could potentially go fully remote or hybrid
- Seller open to 6 - 12 month ongoing consulting (optional)

PROFIT MARGIN



Revenues & Cash Flow (SDE)

Sales and Seller's Cash Flow



FINANCIAL HIGHLIGHTS

- Listing Price: \$2,199,990
- 2021 Cashflow (SDE): \$745,194
- 2021 Gross Revenues: \$4,690,114
- 2020 results available upon request with NDA
- SDE margins in the 15%+ range
- Strong base of recurring revenues with existing advertisers
- Over \$1M in advance orders pre-sold
- SBA pre-authorized (Buyer must still qualify for loan independently)

CASHFLOW ANALYSIS

Financial Statement Source	P&L 2019	P&L 2021	fP&L 2022
Sales	\$3,540,573	\$4,690,114	\$4,470,000
<i>Less</i> Cost of Sales	\$2,265,860	\$3,679,469	\$3,485,000
<i>Less</i> Operating Expenses	\$960,687	\$370,867	\$371,800
<i>Equals</i> Net Income Before Taxes	\$314,026	\$639,778	\$613,200
Depreciation	\$17,132	\$0	\$0
Amortization	\$0	\$0	\$0
<i>Plus</i> Interest on Loans to Business	\$0	\$0	\$0
<i>Plus</i> Officer/Owner's Salary	\$0	\$0	\$0
<i>Plus</i> Payroll Taxes on Officer/Owner's Salary	\$0	\$0	\$0
<i>Equals</i> Preliminary SDE	\$331,158	\$639,778	\$613,200
Addbacks:			
Owner Health / Dental / Pension	\$49,957	\$52,461	\$50,000
Auto Expenses for Owner's Benefit	\$27,708	\$13,492	\$42,000
Contributions / Donations	\$0	\$5,000	\$0
Non-recurring Expenses	\$109,446	\$35,663	\$0
Adjustment for anticipated rent increase	(\$1,200)	(\$1,200)	(\$1,200)
Sum of Addbacks:	\$185,911	\$105,416	\$90,800
Total Seller's Discretionary Earnings (SDE)	\$517,069	\$745,194	\$704,000
Profit Margin	14.60%	15.89%	15.75%