

# FOR SALE: Mission Driven Education & Credentialing Platform

Accredited Employment Education for Workforce Professionals!

## Financial Overview

**List Price:** **\$750,000**

### Gross Sales

2025	2024	2023
\$320,020	\$354,741	\$308,830

### Cash Flow

2025	2024	2023
\$161,577	\$200,609	\$142,993

- **2025 Profit Margin:** 50%

**Valuation:** 3-Year Avg. Cash Flow x Multiple = Valuation

$$\$168,393 \times 4.45 = \$749,350$$

## Business Information

**Services:** Recurring professional education platform offering accredited forums focused on employment compliance, workforce management, and regulatory best practices

**Clients:** HR Professionals, Employment & Labor Attorneys, Payroll Professionals, Public-Sector Administrators, Business Owners and Managers

**Personnel:** Full time General Manager/Administrative Assistant with independent 1099 consultants as needed for content creation and marketing

**Location:** South Central Iowa

**Owners Role:** The owner oversees strategic planning, marketing, and key relationships, with operational activity focused on scheduled event cycles

**Year Established:** 2006

**Seller Training Period:** 6 months to 1 year

**Reason for Selling:** Retirement Planning

**Growth Opportunities:** Geographical expansion, bringing on more sponsors, and continued marketing efforts

## Funding Example

**Purchase Price:** **\$750,000**

<b>10% Buyer Down Payment</b>	<b>\$75,000</b>
<b>15% Seller Financing</b>	<b>\$112,500</b>
<b>75% Bank Loan</b>	<b>\$562,500</b>

A 10% down payment of \$75,000 returns \$53,715 in the first year *after* debt payments!

## Description

Founded over 20 years ago, this Company operates a well-established professional education platform that serves a broad range of organizational professionals. The Company delivers multi-disciplinary content covering employment law, human resources, benefits, training, and workforce compliance, offering attendees access to multiple nationally recognized continuing education accreditations. The company's diverse client base includes commercial enterprises, nonprofit organizations, and municipal and public-sector entities, many of which lack dedicated in-house HR or legal resources and rely on these forums to remain compliant with evolving employment regulations. Operations are supported by a FT General Manager/Administrative Assistant in addition to a bench of independent contractors, with activity concentrated around scheduled event cycles. The owner's role is primarily strategic and seasonal, focused on event planning, speaker coordination, marketing initiatives, and sponsor relationships rather than daily operations. The owner is pursuing a sale for lifestyle and retirement planning purposes and is willing to provide 6 months to 1 year for a transition period to ensure continuity, though the business does not require long-term owner involvement to operate successfully. Additionally, the seller has offered to carry 15% of the purchase price as a show of faith in the continued success of the business post close.

With a purchase price of **\$750,000**, this business is poised and ready for a new owner to step in and continue the operations. Multiple growth opportunities have been identified, including geographic expansion, deeper partnerships with associations and sponsors, increased monetization of an established marketing database, and more aggressive outbound marketing efforts. The Company benefits from limited direct competition offering comparable multi-disciplinary accreditation under a single platform.

**- CONFIDENTIAL -**

Last Revised: BV 1.22.2025