

FOR SALE: Accredited HR & Employment Education Events

Credentialing and Continuing Education Seminar!

Financial Overview

List Price: \$690,000

Gross Sales

2025	2024	2023
\$325,620	\$354,741	\$308,830

Cash Flow

2025
\$165,514

- **Profit Margin:** 46%

Business Information

Services: Recurring, semi-annual, continuing education events offering accredited seminars focused on employment compliance, workforce management, and regulatory best practices

Clients: Small to medium sized businesses send their internal HR & Payroll Professionals, Employment & Labor Attorneys, Public-Sector Administrators, and non-profit HR divisions

Events: 2 Annual events with 550+ total attendees

Personnel: General Manager/Administrative Assistant who spends about 5-7 hours a week. Also have independent 1099 consultants as needed for content creation and marketing

Location: Central Iowa

Owners Role: The owner oversees strategic planning roughly 3 hours a week

Year Established: 2006

Seller Training Period: 1 year

Reason for Selling: Retirement Planning

Growth Opportunities: Geographical expansion, virtual seminars, ad-space for sponsors, and continued marketing efforts.

Funding Example

Purchase Price: \$690,000

10% Buyer Down Payment	\$69,000
15% Seller Financing	\$103,500
75% Bank Loan	\$517,500

Description

The Company delivers multi-disciplinary, semi-annual continuing education events which cover employment law, human resources, benefits, training, and workforce compliance, offering attendees access to multiple nationally recognized continuing education accreditations. Small to medium sized businesses send their internal HR & Payroll Professionals, Employment & Labor Attorneys, Public-Sector Administrators, and non-profit HR divisions, 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 General Manager/Administrative Assistant who spends roughly 5-7 hours a week on the business with additional 1099 consultants as needed for content creation and marketing. The owner oversees strategic planning and spends roughly 3 hours a week in the operation focused on event planning, speaker coordination, and sponsor relationships rather than daily operations. After more than 20 years of successful operations, the seller has decided to plan for their retirement and has offered a transition period for 1 year post close. Additionally, the seller has offered to carry 15% of the purchase price as a show of good faith in the continued success of the business post close. Last year, the business generated over \$160,000 in cash flow with a strong profit margin of 46%.

With a purchase price of **\$690,000**, 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.