

FOR SALE: Continuing Education Seminar with 46% Profit Margin

Accredited HR & Employment Education Events!

Financial Overview

List Price: \$625,000

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|--------------------|
| Gross Sales |
| 2025 |
| \$325,620 |

Cash Flow

| | |
|-----------|-----------|
| 2026 Ann | 2025 |
| \$214,000 | \$165,514 |

❖ **Profit Margin:** 46%

Business Information

Services: Recurring continuing education events offering accredited seminars focused on HR 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

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: Des Moines, IA

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

Year Established: 2006

Seller Training Period: 1-2 years

Reason for Selling: Retirement

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

Funding Example

Purchase Price: \$625,000

| | |
|-------------------------------|-----------|
| 10% Buyer Down Payment | \$62,500 |
| 25% Seller Financing | \$156,250 |
| 65% Bank Loan | \$406,250 |

Description

This Company hosts multi-disciplinary, twice-yearly continuing education events focused on employment law, human resources, benefits, training, and workforce compliance. These programs provide attendees with access to multiple nationally recognized continuing education accreditations. The Company benefits from limited direct competition offering comparable multi-disciplinary accreditation under a single platform. The client base is comprised primarily of small to mid-sized organizations—including internal HR and payroll professionals, employment and labor attorneys, public-sector administrators, and nonprofit HR teams—many of whom lack in-house HR or legal infrastructure and depend on these events to stay current with changing regulations. Day-to-day operations are lean, supported by a General Manager/Administrative Assistant who dedicates approximately 5–7 hours per week, along with 1099 consultants engaged as needed for content development and marketing initiatives. The owner remains focused on high-level strategy, contributing roughly 3 hours per week toward event planning, speaker coordination, and sponsor relationships rather than routine operations. After more than two decades of successful performance, the owner is preparing for retirement and is offering one to two years of transition support post-close. To further demonstrate confidence in the Company's ongoing success, the seller is willing to carry 25% of the purchase price.

With a purchase price of **\$625,000**, 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.

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