

# FOR SALE: Design-Driven Home Furnishings Platform

*Combining design services and product sales with multiple expansion levers!*

## Financial Overview

**List Price:** \$1,900,000

### Gross Sales

2025
\$3,943,237

### Cash Flow

2025	2024
\$492,777	\$431,799

- **Profit Margin:** 12%
- **Multiple:** 3.85

**Valuation:** Cash Flow x Multiple = Valuation  
 \$492,777 x 3.85 = \$1,897,191

## Business Information

**Services:** Interior design services alongside the sale of furniture, lighting, rugs, and custom furnishings, including in-house upholstery and installation

**Clients:** Serves predominantly high-end residential clients, with occasional commercial projects and a strong base of repeat and referral customers

**Location:** Aiken and Greenville, SC, with additional revenue generated from an Atlanta-based designer network

**Service Area:** Primarily serves the Aiken and Augusta markets, with projects extending regionally and occasionally nationwide based on client relationships

**Year Established:** 2006

**Personnel:** 15 staff including experienced interior designers, design assistants, warehouse and delivery personnel, and in-house upholstery support

**Lease:** Operates a ~3,500 sq ft showroom plus ~1,500 sq ft office in Aiken and a ~2,400 sq ft showroom in Greenville, along with warehouse facilities in both locations

**Reason for Selling:** Retirement planning as the seller approaches 80

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

**Growth Opportunities:** Expanding e-commerce capabilities, increasing digital marketing efforts, and building a network of independent designers

**Owners' Role:** Ownership oversees financial management, operations, lead design work, and brand/marketing strategy, with active day-to-day involvement in the business

## Funding Example

**Purchase Price:** \$1,900,000

<b>10% Buyer Down Payment</b>	\$190,000
<b>15% Seller Financing</b>	\$285,000
<b>75% Bank Loan</b>	\$1,425,000

A 10% down payment of \$190,000 returns \$218,501 in the first year after debt payments!

## Description

This established interior design and home furnishings company has been in operations for 20 years and has built a strong reputation for delivering high-end residential interiors. Their vertically integrated model manages the full client experience from consultation through procurement, delivery, and installation. Based in two Southeastern U.S. markets with an additional revenue stream supported by a remote designer network, the business primarily serves its local and regional areas while also completing projects nationally through strong client relationships. The company provides interior design services alongside the sale of furniture, lighting, rugs, and custom furnishings, including in-house upholstery and installation, with a client base focused predominantly on affluent residential customers supported by repeat and referral business, along with occasional commercial projects. Operations are run out of two showroom locations totaling approximately 5,000+ square feet, complemented by warehouse facilities, and supported by a team of approximately 15 employees including experienced designers, assistants, and logistics personnel. Ownership is actively involved in financial management, operations, design leadership, and brand oversight, ensuring consistent execution. The seller is approaching retirement and has offered to stay with the business for 6 months to 1 year as to transition the new owner into their role. Additionally, the seller has offered to carry 15% of the purchase price as a vested interest in the continued success of the business moving forward.

Priced at **\$1,900,000** this business is primed and ready for a new owner to step in and continue with operations that have been built over the past 2 decades. Growth opportunities have been identified through expansion of e-commerce capabilities, increased digital marketing, and development of independent designer partnerships.