

# FOR SALE: Marketing and Brand Development with Niche Client Base of Manufacturing Facilities

*Focused in the manufacturing industry with clients throughout the upper Midwest!*

## Financial Overview

**List Price:** \$530,000

### Gross Sales

2023	2022	2021
\$1,297,616	\$1,010,915	\$1,066,500

### Cash Flow

2023
\$143,765

- **Low Multiple:** 3.7

**Valuation:** 2023 Cash Flow x Multiple = Valuation  
 \$143,765 x 3.7 = \$531,930

## Business Information

**Services:** Creative and Marketing agency providing research, brand development, content, digital, marketing, PR, and advertising

**Clients:** Niche in the manufacturing industry and has worked with over 400 manufacturing facilities. They work with 10-12 clients at a time on a monthly retainer

**Service Area:** Upper Midwest

**Location:** Minneapolis, MN

**Personnel:** 9 on staff: including a Creative Director, Head of Media, an Editor, Web Design and 4-6 Content Creators. The average tenure is over 15 years

**Owner Role:** Providing oversight in business development, and strategy. He notes that his role could be easily absorbed by the team

**Reason for Selling:** Age, owner is in his 70s

**Seller Training Period:** 2-3 years

**Year Established:** 1992

**Lease:** Beautiful 5,200 sq ft office space with scenic views

**Growth Opportunities:** Expand service area beyond the upper Midwest staying focused on the niche manufacturing industry

## Funding Example

**Purchase Price:** \$530,000

<b>10% Buyer Down Payment</b>	\$53,000
<b>15% Seller Financing</b>	\$79,500
<b>75% Bank Loan</b>	\$397,500

## Description

This business was established in 1992, making it a well-established player in the industry with almost three decades of experience. The company primarily serves the Upper Midwest states, catering to clients in this region. Offering a comprehensive range of marketing and creative services, specializing in brand development. This includes research, branding, content creation, digital marketing, public relations, and market signaling. By providing a holistic approach to brand development, the company aims to help its clients establish a strong and impactful presence in the market. With a niche focus on the manufacturing sector, this company has worked with over 400 manufacturing facilities since their inception. The company operates out of a beautiful 5,200 square foot office space in Minneapolis, offering scenic views that can provide an inspiring work environment for their employees. The owner is in his 70s and is looking for a strategic growth-minded buyer who can take the business to the next level. The team boasts an average tenure of 15 years and includes a Creative Director, Head of Media, Editor, Web Designer, and 4-6 Content Creators. The owner oversees strategic direction and has noted his role could be easily absorbed by the team. As part of the transition process, the seller is willing to provide a training period lasting between 2-3 years and in order to sweeten the deal, the seller has also offered to carry 15% of the purchase price!

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