

FOR SALE: Design and Mail Marketing Company: Established 30 Years

Niche Business With Stable Medical and Scientific Client Base!

Financial Overview

List Price: \$440,000

Gross Sales

2022	2021	2020	2019
1,365,106	\$1,519,683	\$1,551,523	\$1,480,563

Cash Flow

2021	2020
\$345,743	\$446,697

Assets Included in Purchase: \$330,000

Chevrolet Cargo Van: \$10,000
Office Chairs, Digital Printing Equipment, Packaging Machines, and Inserters: \$201,750
WIP: \$600,000
Accounts Receivable: \$121,081

Assets Collateralize 63% of Bank Loan!

**amounts may vary, assets may be depreciated, replacement cost, or fair market value*

Business Information

Year Established: 1991
Location: Omaha, NE
Service Area: Omaha & Lincoln
Services: Design, Plan, Prep, & Print – Personal Mail Marketing. Mailer Fulfillment and Packet Prep of informative packets for education seminars and conferences for large client base
Clients: 300+ Nonprofit Organizations, Medical, and Dental Associations.
Lease: 12,000 sq. ft.: 2,000 Office, 10,000 warehouse/production; \$11,000/month rent
Reason for Selling: Partnership Split
Personnel: 18: 2 Managers, 1 Sr. Cust Serv Rep, 8 Production Workers, 2 Maintenance Workers
Seller Training Period: 1 year
Growth Opportunities: Expanding Lettershop, Hiring More Sales Representatives, Expanding Equipment, Spreading Focus of Services to Adjust to Online Demands
Current Owners' Responsibilities: Owner 1 – general company oversight, and back-office support. Owner 2 has no involvement in business operations.

Funding Example

Purchase Price: \$440,000

10% Buyer Down Payment	\$44,000
15% Seller Financing	\$66,000
75% Bank Loan	\$330,000
Must absorb Equipment Lease	\$250,000

Industry Overview

We know that printing and mail are slowly decreasing due to modern day technology, but this business is unique as mailers will always be used to receive donations.

Description

This medical mailer design and fulfillment business produces a specific niche product necessary to its industry for donation collection. This is well illustrated by their 300+ current clients in the medical, nonprofit, and dental fields. This excellent reputation, coupled with their top-notch work ethic, has led to many of their top clients continually returning for 10+ years. This mid-sized establishment has been servicing and creating business partnerships within the Omaha area for over 30 years. They can remain flexible on jobs that bigger companies would not be able to accept and skilled enough to be more efficient and reliable than smaller firms. Thanks to their skilled and established staff of 18 employees which include 2 Managers, a senior customer service representative, 8 production workers, 2 maintenance workers, their services can be utilized for a range of products including educational seminars and conference. To fill the consistent and diverse needs of these clients, the business purchase includes over \$330,000 work of assets which collateralizes 63% of the bank loan needed.

In addition to current services provided, the firm has room to grow outside of traditional printing jobs by utilizing staff's current ability to handle layout, online marketing, and shipping services to expand further into the online field that can often be preferred in today's market. The current owner is willing to assist with a smooth transition by offering at least one year of training which could also be used to assist in hiring and training an in store general manager if new ownership would prefer a hands-off management style.

With a purchase price of **\$440,000** and a down payment of \$44,000, a buyer would see a 634% return on investment of \$278,938 in the first year after debt payments! This business is well set for a new owner to step in and continue the incredible legacy that has been built over the years.

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