



Broker Info



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Background

General Location: Los Angeles, CA
Category: Automotive eCommerce
Years in Business: 10
Under Present Owner: all
Hours of Operation: 9am-6pm
Owner Hours: varies
Training: 4 weeks @ 30 hours
Organization Type: C-Corp
Lease Expiration: July 2025
Lease Options:
Building Size: 5,000
Employees: 7
Reason for Sale: Personal Reasons and other career interests

Financials

Asking Price: \$1,195,000
Down Payment: Negotiable
Gross Sales: \$2,398,497
Discretionary Cash Flow: \$391,918
FF&E:
Inventory Included? No
Inventory: \$50,000
Min. Operating Capital:
Real Estate Available? No
Rent: \$7,600

Year	2022	2021	2020
Gross Sales	\$ 2,400,000	\$ 2,700,000	\$ 3,000,000
Gross Profit	\$ 769,000	\$ 800,000	\$ 806,000
Disc. Earnings	\$ 392,000	\$ 448,000	\$ 423,000

Summary

Direct to Consumer (DTC) Automotive Luxury eCommerce Retailer. Well branded and in business since 2013. They provide consumers with multiple brand choices for wheels, tires, and other interior and exterior components. The market niche the company occupies is best described as Aftermarket Automotive Parts (with a distinct focus on aftermarket wheels, tires, and accessories). The company also operates a storefront with a service station embedded for installations.

- Gross revenue has declined from 2020 to 2022 but overall profits remain strong and healthy.
- Business does less volume but focuses more on higher margin sales. The gross profit % has increased year over year since 2020.
- Owners continue to focus on simplifying the business and eliminating extra costs/fees, more margin focused now rather than top line revenue
- Owners are in the process of subleasing to reduce the monthly rent expense. They have two floors at the shop but only need one floor. The entire second floor is in the process of being subleased out to a business that compliments
- 90% of all customers are retail, while the other 10% are wholesale customers
- 2 owners with 6 staff/employees (5 full-time and 1 part-time)
- FF&E = \$125,000 and Inventory of 50k+, buyer to reimburse seller at cost
- SBA approved for the right buyer

Please contact Eric Mellem, M&A Advisor, (310) 293-6414, emellem@bizex.net or Steve Lukes, M&A Advisor, 310-871-2909 slukes@bizex.net