

# Zoellner, Garten & Co.

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## Acquisition Opportunity – Client 3143 Hardware Store – Eastern Cincinnati Area

**Description.** This is a typical, full service, independent hardware store east of the Greater Cincinnati area. It has everything and more that a hardware store should have, including hard to find items the big box retailers don't carry.

**Niche.** It is convenient, prices are fair, and employees have knowledge to assist customers.

**Opportunity.** The Business has no web site; a web site could increase awareness and provide "specials" to attract customers. More aggressive advertising would bring awareness. Product lines could be added, and existing product lines expanded. Another growth opportunity would be to expand into the 4,000 Sq. Ft. adjacent to the current store.

**Financial.** Sales in 2018 were just under \$700,000. Gross Profit was over 45%, an increase over 40% the prior two years. Net Profit (before Owner Comp) and EBITDA have been in excess of 10% of Sales.

**Management; Employees.** The Owner manages the Business. In addition to the Owner, there are three full time and six part time employees.

**Assets.** Personal Property Assets include racks, shelving, displays, computers, and software.

**Facility.** The 6,800 sq. ft. store is in a building with other tenants. There is room to expand by adding 4,000 sq. ft. if desired. The Real Estate is for sale or lease.

**Competition.** There are similar, locally owned hardware stores in the area. Big box retailers – Home Depot, Lowes, Walmart – are competitors, but not as convenient to customers as the Business.

**Reason for Sale.** The Owner will retire after any reasonable transition period as requested by a buyer.

**What's for Sale.** Inventory, Personal Property Assets, name, phone numbers and other Goodwill of the Business are for sale. Inventory will be valued at cost with appropriate discounts for less current items.

**Asking Price.** The Asking Price is the value of Inventory – typically \$250,000 – plus a small amount for Personal Property Assets. The Real Estate is for Sale for less than current Cap Rates would suggest.

**TO LEARN MORE: If interested, please call us. Buyers must agree to the terms of our Confidentiality Agreement (CA) and submit a Buyer Profile. Please visit our web site to review the CA and complete the Buyer Profile.**

**Please contact us if you have any questions or need assistance.**

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