DEAL PROS
THE COMPLETE SUPPORT ECOSYSTEM FOR DEALMAKERS

CONFIDENTIAL SUMMARY BOOKLET



ASKING PRICE:
$375,000 Plus S.A.V.
(Stock at Value, estimated at $50,000)

White ROSE FLORIST
Miami's local florist since 2012

Business Broker: **Michael R Garsow**
123 Main Street, Orlando FL 32801
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This Confidential Summary Booklet is provided to prospective Buyers subject to the terms and conditions of the Disclaimers and Notices contained herein. This document has been prepared by the Marketing Department of Dealpros. CONFIDENTIAL AND COMMERCIALLY SENSITIVE.



Michael R Garsow

President

Certified Business Intermediary
& Business Broker of Record

Mergers, Acquisitions, Divestitures
and Business Brokerage

My name is Michael R Garsow and I am your Business Broker.

On behalf of the whole team at DealPros, I am pleased to present prospective buyers with a truly outstanding acquisition opportunity in Florida's blooming Retail Industry:
"White Rose Florist".

Welcome!

We have prepared this Confidential Summary Booklet with the goal of providing the reader with a good general overview of what is on offer.

While this document will not explore every detail of the business sale, it is our hope that it will provide the reader with sufficient information so he/she can decide whether or not to progress on to the next stage of this process, which would be a visit to the business and an informal meeting with the Owner.

I hope you enjoy reading this document and I look forward to hearing from you.

Sincerely,

Michael R Garsow

President
Dealpros

White Rose Florist is a popular and well-established retailer in a prime corner position in Downtown Miami leveraging high foot traffic to drive excellent and consistent sales.

EXECUTIVE SUMMARY

BUSINESS NAME

White Rose
Florist

ADDRESS

31 W Flagler St, Miami, FL
33144 USA

HISTORY

Opened in July 2012
by present owners

TRADING HOURS

Mon-Fri 06.00am - 04.30pm
No Weekends

REASON FOR SALE

Owner is pursuing
other business interests

LEASE

Six (6) years from 2012 with four (4) renewal options of three (3) years each

INCOME

$1,125,230
Per Annum (F.Y. 2020)

RENT

$102,318
Per Annum (F.Y.2020)

WAGES

$387,790
Per Annum (F.Y. 2020)

S.D.E

$189,772
Per Annum (F.Y. 2020)



ASKING PRICE

$375,000 plus Inventory
(estimated at $50,000)

BUSINESS PROFILE

DEALPROS is pleased to bring to the market a unique opportunity to acquire an established and superbly-positioned florist in Miami: "White Rose Florist".

The business is ideally situated in a highly visible corner location at 31 W Flagler St, in a high pedestrian and vehicular traffic location right at the heart of Miami.

Since its establishment in 2012 by the current owner, White Rose Florist has strived to build up a reputation as a premium provider of fresh premium floral arrangements and it has cultivated an excellent ongoing relationship with a large and loyal client base. This has been achieved by providing clients with impeccable flower ranges characterized by seasonal premium quality blooms arranged in elegant vases. This strategy has earned the business a truly stellar reputation, as evidenced by several positive online reviews - including a 4.7/5 rating on Google.

The success of the business is further evidenced by a strong financial performance over the years, with an S.D.E. of $189,772 in the year 2020. This business purchase provides a savvy investor with an excellent opportunity to acquire an established florist with a large client base, robust financial performance and ample opportunity for further growth and development.

Prospective Buyers are urged not to delay contacting us to schedule a Business Inspection.

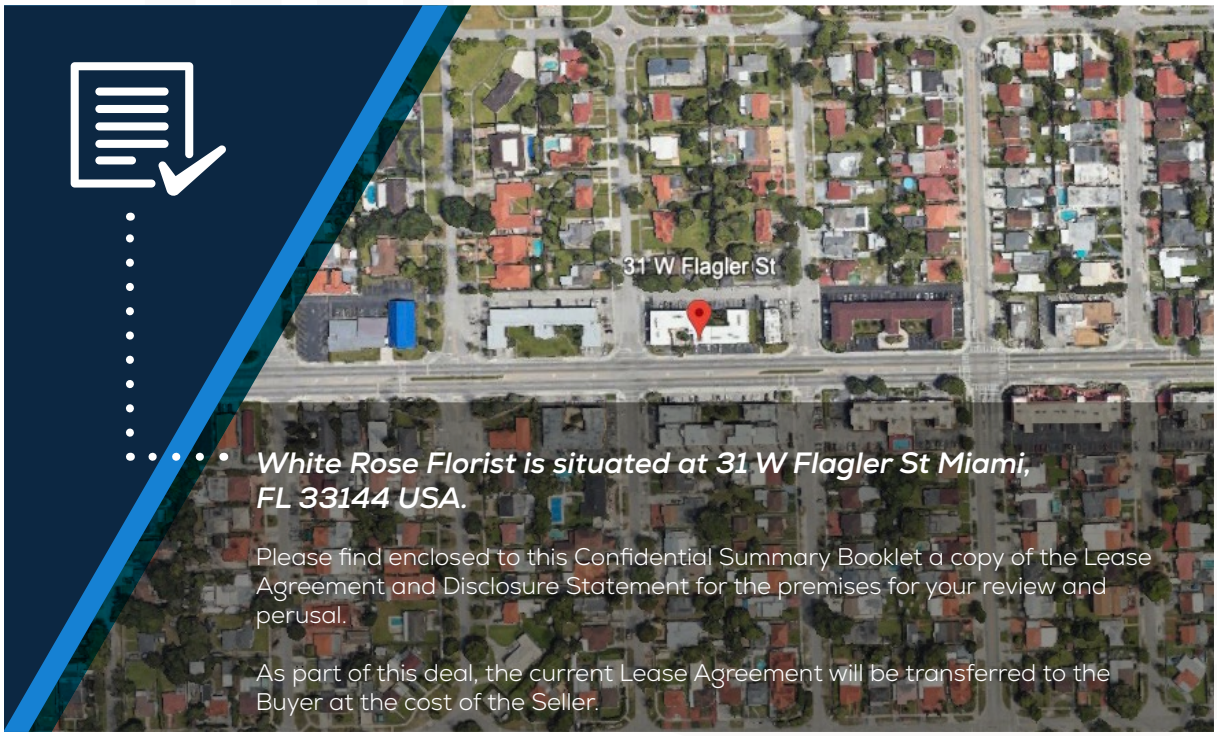


HOURS OF **OPERATION**

Monday	6:00am - 4:30pm
Tuesday	6:00am - 4:30pm
Wednesday	6:00am - 4:30pm
Thursday	6:00am - 4:30pm
Friday	6:00am - 4:30pm
Saturday	Closed
Sunday	Closed

- The business is closed on all public holidays.
- The business closes for two weeks at the end of the year - between Christmas and New Year.

RENT & LEASE AGREEMENTS



White Rose Florist is situated at 31 W Flagler St Miami, FL 33144 USA.

Please find enclosed to this Confidential Summary Booklet a copy of the Lease Agreement and Disclosure Statement for the premises for your review and perusal.

As part of this deal, the current Lease Agreement will be transferred to the Buyer at the cost of the Seller.

PARTIES

Lessor: Abigail LCC, E.I.N. 12 345 678 910
Lessee: White Rose Enterprises, E.I.N. 10123 456 789

TERMS

From 1 July 2012 for an initial term of six (6) years with four (4) renewal options of three (3) years each “6+3+3+3+3”

RENT

$102,318 per annum (F.Y. 2018) and excluding outgoings, with yearly increases in accordance with CPI

MISCELLANEOUS

Permitted use: Florist and Retailer. There is no demolition clause.
A security deposit of $5,000 was payable at the lease commencement date

BUSINESS FINANCIALS

Please find enclosed to this Confidential Summary Booklet, for the reader's analysis, a copy of the Profit & Loss Statements. What follows below is a summary of the most recent financial data. Please note that, as part of the Due Diligence process, the Buyer and his/her Advisors will be provided with copies of all relevant financial documents.

FINANCIAL HIGHLIGHTS	2020
Income	$1,125,230
Cost of Goods Sold	$354,447
Gross Profit	$770,782
Gross Margin	68.50%
Rent	$102,318
Salaries & Wages	$387,790
Electricity	$28,321
Water	$7,240
Insurance	$6,050
Rates	$1,800
Other Expenses	$132,010
Total Expenses	$665,529
Net Earnings	$105,253
Add-Back Adjustments	$84,518
S.D.E. (Seller's Discretionary Earnings)	$189,772
S.D.E. Margin	16.86%
Asking Price:	$375,000 + Inventory
Estimated Inventory Value:	$50,000
Estimated FF&E (Fittings, Furniture & Equipment	$30,000
R.O.I. (Return on Owner's Investment Rate)	50.6%
Down Payment	$112,500

PHOTO GALLERY













Thank you for giving us the opportunity of introducing you to your next business venture!

Please contact Michael R Garsow for further details or to schedule a Business Inspection.

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