



**SAMPLE
HVAC INC**

**CONFIDENTIAL
BUSINESS REVIEW**

PRESENTED BY

 **WrightCo**

John J. Johnson

1608 Queen Street #14,

Wilmington, NC 28401

E-Mail: john@wrightco.net

Phone: 910-241-0442

www.wrightco.net

DISCLAIMER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait

nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim augue dui dolore te feugait facilisi.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
BUSINESS OVERVIEW	5
HISTORICAL FINANCIAL PERFORMANCE	6
PRODUCTS & SERVICES	7
CUSTOMERS	8
FACILITIES	9
HOURS OF OPERATION	10
EMPLOYEES	11
MARKETING STRATEGY	12
REVIEWS	13
GROWTH OPPORTUNITIES	14
COMPETITION	15
PHOTOS	16
EQUIPMENT LIST	17
OWNER	18
FINANCIAL RECAST	19
CONTACT	20

EXECUTIVE SUMMARY



BUSINESS NAME
Sample HVAC Inc.



ASKING PRICE
\$650,000



LOCATION
**1 Success Drive,
Wilmington, NC 28401**



GROSS REVENUE (2020)
\$700,000



SELLER'S DISCRETIONARY
EARNINGS (2020)
\$200,000



FURNITURE, FIXTURES &
EQUIPMENT (INCLUDED)
\$60,000



INVENTORY (INCLUDED)
\$10,000



REASON FOR SALE
Retirement

BUSINESS OVERVIEW

Sample HVAC Inc. is a leading provider of heating, ventilation and air conditioning products and services in Wilmington, North Carolina. The company serves both residential and commercial customers, with a large volume of repeat business. Established in 2000, the company is well-known in its local market and has earned an excellent reputation for high quality workmanship and superior customer service.

For the residential market, Sample HVAC Inc. installs and services air conditioning systems, heating systems, and air purification systems. Installations typically lead to ongoing routine service, which has allowed the company to develop a significant repeat customer base.

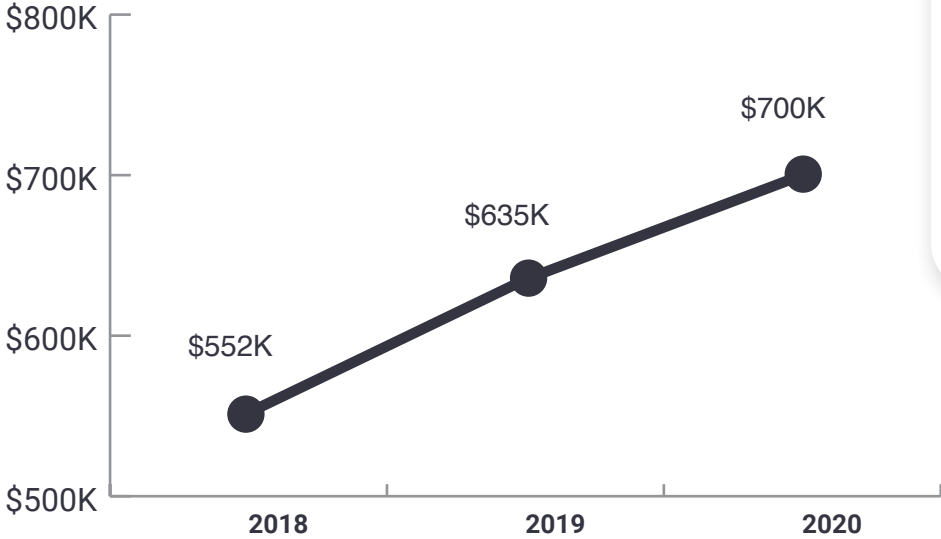
For the commercial market, Sample HVAC Inc. serves all types of businesses, however it has developed a niche in the manufacturing industry as the area's go-to provider for facility HVAC systems.

Sample HVAC Inc. is well-positioned for continued growth under new ownership. The office, workshop and service vehicles are all well-maintained. The staff is highly trained and the general manager oversees all day-to-day operations so that the owner can focus on the big picture.

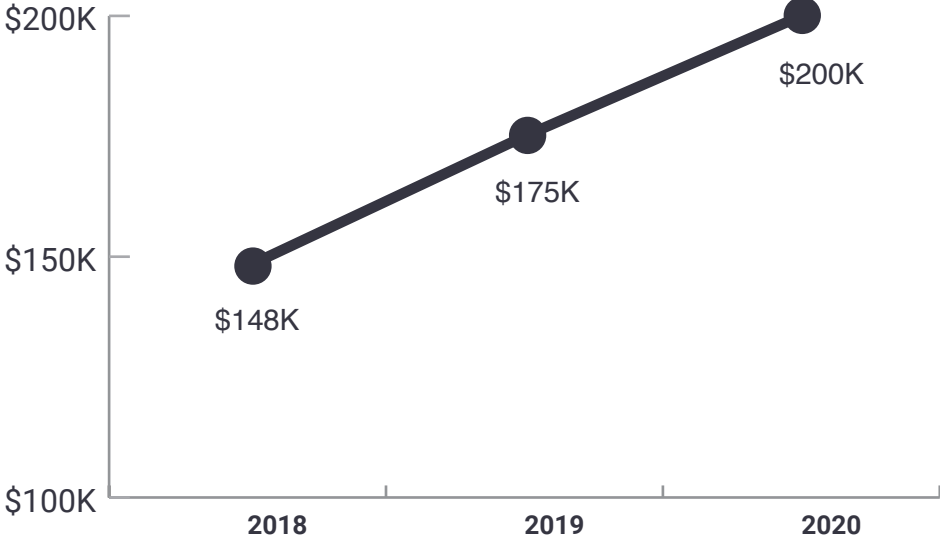


HISTORICAL FINANCIAL PERFORMANCE

Gross Revenue



Seller's Discretionary Earnings



PRODUCTS & SERVICES

- A/C Systems & Installation
- A/C Service & Repair
- Ductless A/C
- Heating Systems & Installation
- Heating Service & Repair
- Ductless Heating
- Gas Heating
- Oil Heating
- Air Purification Systems

CUSTOMERS

Residential

Sample HVAC Inc. services residential customers within a 50 mile radius of Wilmington, NC. The company served approximately 900 residential customers in 2020, 40% of which were repeat customers and 60% of which were new customers.

Commercial

Sample HVAC Inc. services commercial customers within a 50 mile radius of Wilmington, NC. The company serves a variety of business types and has a niche with manufacturing facilities. In 2020, the company served approximately 250 commercial customers, 60% of which were repeat customers and 40% of which were new customers.



FACILITIES

Sample HVAC Inc. operates out of a 2,500 square foot stand-alone building located at 1 Success Drive, Wilmington, NC 28401. The facility consists of a 500 square foot office and 2,000 square foot shop.

The facility is leased at a rate of \$2,400 per month plus utilities.

The lease expires in March 2024.

HOURS OF OPERATION

MONDAY 8:00am - 5:00pm

TUESDAY 8:00am - 5:00pm

WEDNESDAY 8:00am - 5:00pm

THURSDAY 8:00am - 5:00pm

FRIDAY 8:00am - 5:00pm

Saturday by appointment

Sunday by appointment



EMPLOYEES

The staff at Sample HVAC Inc. is highly trained and many have been with the company for over 10 years.

Position	Wages	Employed Since
General Manager	\$55,000	2005
Office Manager	\$40,000	2008
Tech #1	\$45,000	2006
Tech #2	\$45,000	2012
Tech #3	\$40,000	2015
Tech #3	\$40,000	2017



MARKETING STRATEGY

Sample HVAC Inc. has developed a comprehensive marketing strategy to reach both residential and commercial customers.

Key components include:



Company website with enhanced SEO



Direct mail



Google Ads



Email marketing to list of 5,000+ contacts



Facebook Ads



Branded service vehicles

REVIEWS



“These guys are the best. I have them service my furnace every fall and they always do a thorough job. I wouldn’t go anywhere else.”

– Liz, Google Review

“I am very satisfied with Sample HVAC Inc. Our new A/C system works great and the price was very reasonable.”

– Jim, Facebook Review

“Excellent service! Sample HVAC came within 3 hours of my call and took care of my furnace problem. The tech was super nice and kept the area very clean.”

– Susan, Google Review

GROWTH OPPORTUNITIES

A new owner could accelerate growth at Sample HVAC Inc. through the following ways:

- Dedicated sales rep to focus on the commercial market
- Increase ad budgets on platforms that have already proven to be effective
- Increase geographic service radius for the manufacturing facility niche
- Add new offerings such as generators

COMPETITION

Primary competitors include:

Elite Heating & Cooling – Large company with a sizeable marketing budget, however they do not have the best reputation. Their prices are also slightly higher.

Mike's HVAC – Smaller company that primarily works in the residential market, good reputation but small operation with limited capacity.

PHOTOS

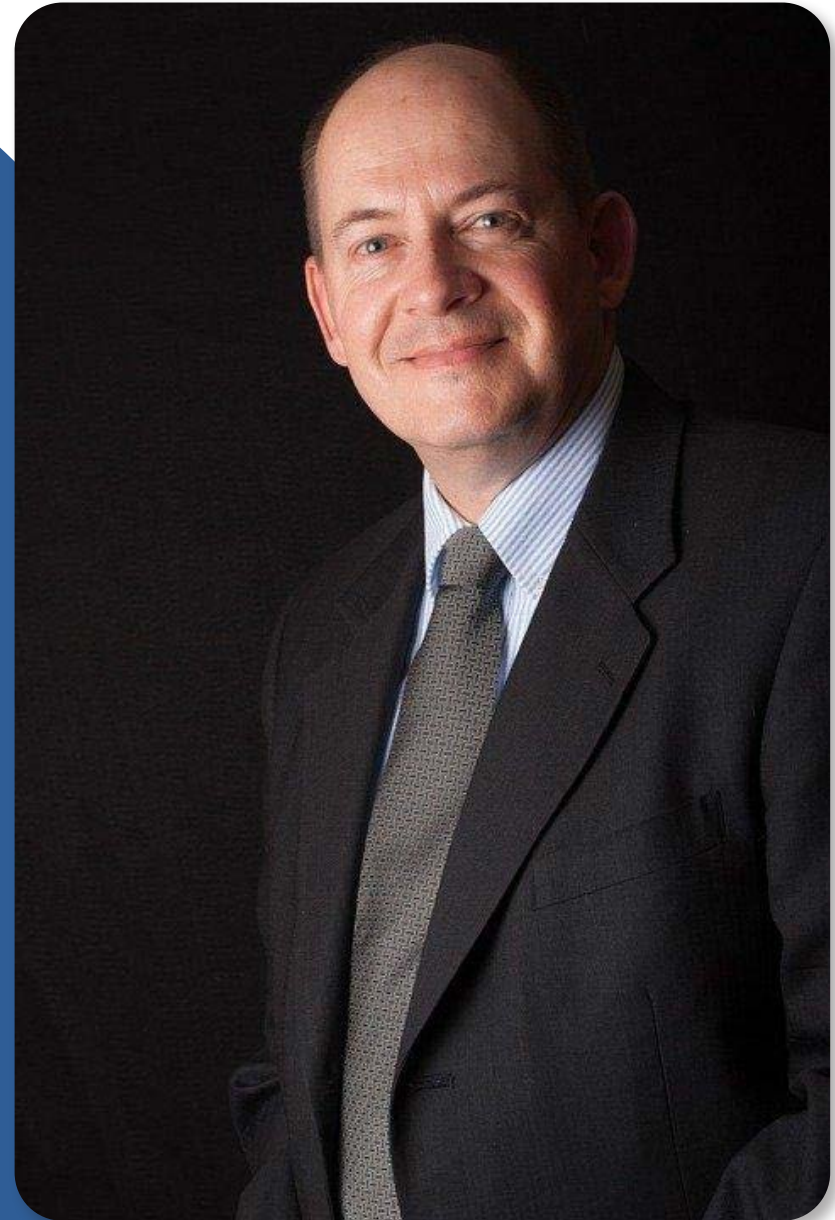


EQUIPMENT LIST

- 2016 Chevy Express
- 2015 Chevy Express
- 2010 Chevy Express
- 2010 Chevy Express
- 2002 CAT Forklift
- Drill press
- Table saw
- MIG welder
- Extensive power tools and hand tools

OWNER

John Smith is the sole owner of Sample HVAC Inc. He has been in the HVAC industry for over 30 years and started Sample HVAC Inc. in 2000 after working for an HVAC company in South Carolina as a tech and manager. John's focus at Sample HVAC has been on delivering quality customer service and building a strong team, two accomplishments that he is very proud of and looks forward to passing on to a new owner. He is prepared to provide 3 months of training and support to the new owner.



FINANCIAL RECAST

	2018	2019	2020
Revenues	\$552,000	\$635,000	\$700,000
Cost of Goods Sold	#	#	#
Gross Profit	#	#	#
EXPENSES			
X	#	#	#
X	#	#	#
X	#	#	#
X	#	#	#
X	#	#	#
X	#	#	#
X	#	#	#
Total Expenses	#	#	#
Net Income	#	#	#

	2018	2019	2020
RECASTING ADJUSTMENTS			
Additions			
X	#	#	#
X	#	#	#
X	#	#	#
X	#	#	#
Total Additions	#	#	#
Subtractions			
X	#	#	#
X	#	#	#
Total Subtractions	#	#	#
SUMMARY			
Net Income	#	#	#
Total Additions	#	#	#
Total Subtractions	#	#	#
SDE	\$148,000	\$175,000	\$200,000

CONTACT



 **WrightCo**

John J. Johnson



**1608 Queen Street #14
Wilmington, NC 28401**



john@wrightco.net



910-241-0442



www.wrightco.net