

# Confidential Summary Booklet



*White*  
ROSE FLORIST

Miami's local florist since 2012

**Price: \$375,000**  
plus Inventory (estimated at \$50,000)

**Business Broker:** Mr. John Doe CBB, CBI, M&AMI  
SW 2nd Street, Miami, FL 33130  
C. +1 (555) 555-1234 | P. +1 (555) 555-4321  
[john@tworld.com](mailto:john@tworld.com) | [www.tworld.com](http://www.tworld.com)

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 Transworld Business Advisors under the supervision of the Brokerage Principal, Mr. Andy Cagnetta. CONFIDENTIAL AND COMMERCIALY SENSITIVE.





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*“It is far better to buy a  
wonderful business  
for a fair price than to  
buy a fair business for  
a wonderful price.”*

**(Warren Buffett)**



# Welcome Message

Dear Prospective Buyer,

My name is John Doe and I am your Business Broker.

On behalf of the whole team at Transworld Business Advisors, I am pleased to present you with a truly outstanding acquisition opportunity in Miami's blooming Retail Industry: "White Rose Florist".

This is a well-established business that has consistently driven strong financial returns to its owner while allowing for a comfortable work-life balance. It is now being offered for sale as the owner is looking to semi-retire.

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,



**John Doe**  
Business Broker

“

**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.**

”



## JOHN DOE

CBB, CBI, M&AMI

### BUSINESS BROKER

#### CBB:

Certified Business Broker

#### CBI:

Certified Business  
Intermediary

#### M&AMI:

Merger & Acquisition Master  
Intermediary

**“As a business broker, finding my buyer the perfect business is an exhilarating thrill, orchestrating dreams, ambitions, and negotiations into a symphony of success.”**

(John Doe - Business Broker)





# 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



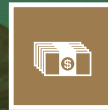
## REASON FOR SALE

Owner is pursuing  
other business  
interests



## LEASE

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



## REVENUE

\$1,125,230  
Per Annum (F.Y.  
2023)



## RENT

\$102,318  
Per Annum (F.Y.  
2023)



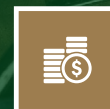
## WAGES

\$387,790  
Per Annum (F.Y.  
2023)



## S.D.E.

\$189,77  
Per Annum (F.Y.  
2023)



## ASKING PRICE

**\$375,000**  
plus Inventory (estimated at  
\$50,000) and including FF&E  
(estimated at \$30,000)



# Key Considerations

**1**

## Longstanding Business

White Rose Florist has demonstrated an impressive track record since its inception in 2013. It has built a solid reputation as a trusted provider of premium floral arrangements, attracting a loyal customer base with high-end budgets.

**2**

## Established Online Presence

White Rose Florist has cultivated a strong online presence, reflected in many positive reviews and a high rating on platforms such as Google. This demonstrates its reliability and commitment to exceptional customer service, resulting in high purchase satisfaction.

**3**

## Offerings

White Rose Florist only provides premium quality flowers and does not offer anything less. The business's talented team meticulously arranges all flower arrangements, providing customers with stellar floral arrangements each time. This has allowed the business to distinguish itself in a mature market, while captivating a higher-end of the customer base.

**4**

## Prime Location

Strategically located at West Flagler Street in Miami, White Rose Florist enjoys a highly visible corner position, drawing the attention of both pedestrians and passing vehicles. Its excellent street exposure also eliminates the need to invest in marketing, as most customers are organically acquired.

**5**

## Profitable Operation

White Rose Florist maintains a positive and profitable cash flow, with a robust Seller's Discretionary Earnings (S.D.E.) of \$189,772 in 2023 alone. This indicates its profitability and resilience in a mature market. Even through the turbulence of the Covid-19 Pandemic, the business continued to perform admirably - and has maintained steady growth ever since.

**6**

## Growth Potential

White Rose Florist presents its incoming owner with a unique opportunity for further growth and development, leveraging its established customer base and solid financial performance. It could also be expanded further by exploring online retailing opportunities, broadening its market reach.





# Financial Summary

PROFIT & LOSS SUMMARY	2023	2022	2021
Total Revenue	\$1,125,320	\$1,049,305	\$1,125,433
Cost of Goods Sold	\$354,447	\$330,504	\$301,534
<b>GROSS PROFIT</b>	<b>\$770,782</b>	<b>\$718,716</b>	<b>\$823,899</b>
<b>GROSS MARGIN</b>	<b>68.5%</b>	<b>68.49%</b>	<b>62.49%</b>
Rent	\$102,318	\$95,406	\$87,044
Salaries & Wages	\$387,790	\$361,595	\$246,745
Electricity	\$28,321	\$26,408	\$24,093
Water	\$7,240	\$6,751	\$6,159
Insurance	\$6,050	\$5,641	\$5,147
Motor Vehicle Expenses	\$1,800	\$1,678	\$1,531
Other Expenses	\$132,010	\$123,093	\$347,834
Total Expenses	\$665,529	\$677,455	\$718,554
<b>NET EARNINGS</b>	<b>\$105,253</b>	<b>\$41,261</b>	<b>\$105,345</b>
<b>NET MARGIN</b>	<b>9.35%</b>	<b>3.93%</b>	<b>9.36%</b>

ADD-BACK SCHEDULE	2023	2022	2021
Covid-19 Relief Payments (Reversal)	-\$20,000	-\$80,000	-\$40,000
Depreciation	\$3,000	\$4,300	\$7,800
Interest Paid	\$0	\$15,540	\$6,509
Owner's Remuneration	\$100,000	\$100,000	\$25,000
Non-Recurring Expenses	\$1,518	\$33,009	\$38,750
Total Add-Backs	\$84,518	\$72,849	\$38,059
<b>SDE</b>	<b>\$189,771</b>	<b>\$114,110</b>	<b>\$143,404</b>
<b>NET (ADJUSTED) MARGIN</b>	<b>16.86%</b>	<b>10.87%</b>	<b>12.74%</b>

3-YEAR AVERAGE S.D.E.

**\$149,095**

Future  
Maintainable  
Earnings

ASKING PRICE

**\$375,000**

including FF&E (est. at  
\$30,000) and plus Inventory  
(estimated at \$50,000)

R.O.I.

**50.60%**

Return on Owner's  
Investment Rate  
based on FY 2023 SDE



# Business Profile

Transworld Business Advisors 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 the myriad of positive online reviews - including a 4.7/5 stars rating on Google, based on 400+ reviews.

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 2023. 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

Workdays	Timetable
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.



A background image showing a florist's workspace. A wooden table is covered with various flowers, including large pink peonies, yellow daisies, and red anthurums. A pair of floral shears and some floral foam are also visible. In the bottom right, a person's hands are seen working on a bouquet of yellow and white roses.

“

**Own the essence of  
nature's beauty by  
taking over**

**White Rose Florist.**

**Unleash your  
creativity, touch  
lives, and watch your  
success bloom.**

”





# Miscellaneous Matters

## Business Structure/Ownership

- Legal Name of Business Entities: WR Flowers, LLC (S-Corp)
- D.B.A.: White Rose Florist
- Founded: July 2012  
Reason for Sale: Seller is seeking to semi-retire and pursue other business interests after 11 years of ownership of this business
- Owner: Jane Smith, President

## Organizational Structure

Owing to its lean operating model, White Rose Florist comfortably functions with minimal staffing requirements. In addition to its one full-time working owner, the business employs one full-time staff member who assists in sales, customer service and inventory control. The business also employs a casual driver working an average of 10-15 hours per week and undertaking deliveries only.

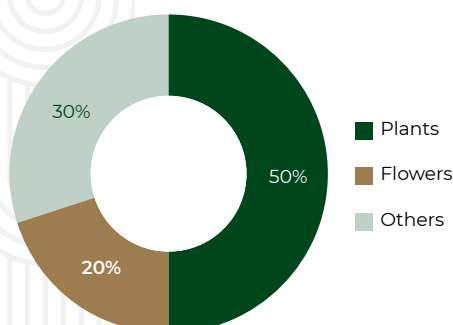
## Premises

The business occupies a total of 1,291 sq. ft. (approximately). The premises are divided between a retail showroom, comprising the majority of the premises, as well as a freezer storage room for the flowers, an office for the owner, a bathroom and a kitchenette that doubles as a break room. The lease for the premises includes the use of a car space in the second basement level of the building above the shop.

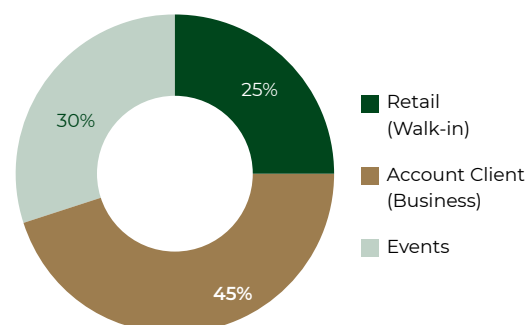
## Product Range, Target Market & Sales Channels

The business splits its primary product classifications into two lines: plants and flowers with both achieving sales of 30% and 50% respectively – the additional 20% comprises the sale of gift cards, chocolates and miscellaneous ancillary items. It offers a range of seasonal products native to Florida as well as exotic collections of tropical flowers and plants for any occasion including birthdays, corporate events, real estate events, and bereavements. The business also has a distinct ability to design custom florals including wired work such as headpieces, buttonholes / corsages and flower walls or arches for weddings.

**SALES BY ITEM**



**SALES BY CLIENT CATEGORY**





# Rent & Lease Agreement



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.

**Lessee:**  
WR Flowers, LLC

**Managing Agents:**  
ABC Real Estate



## 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".



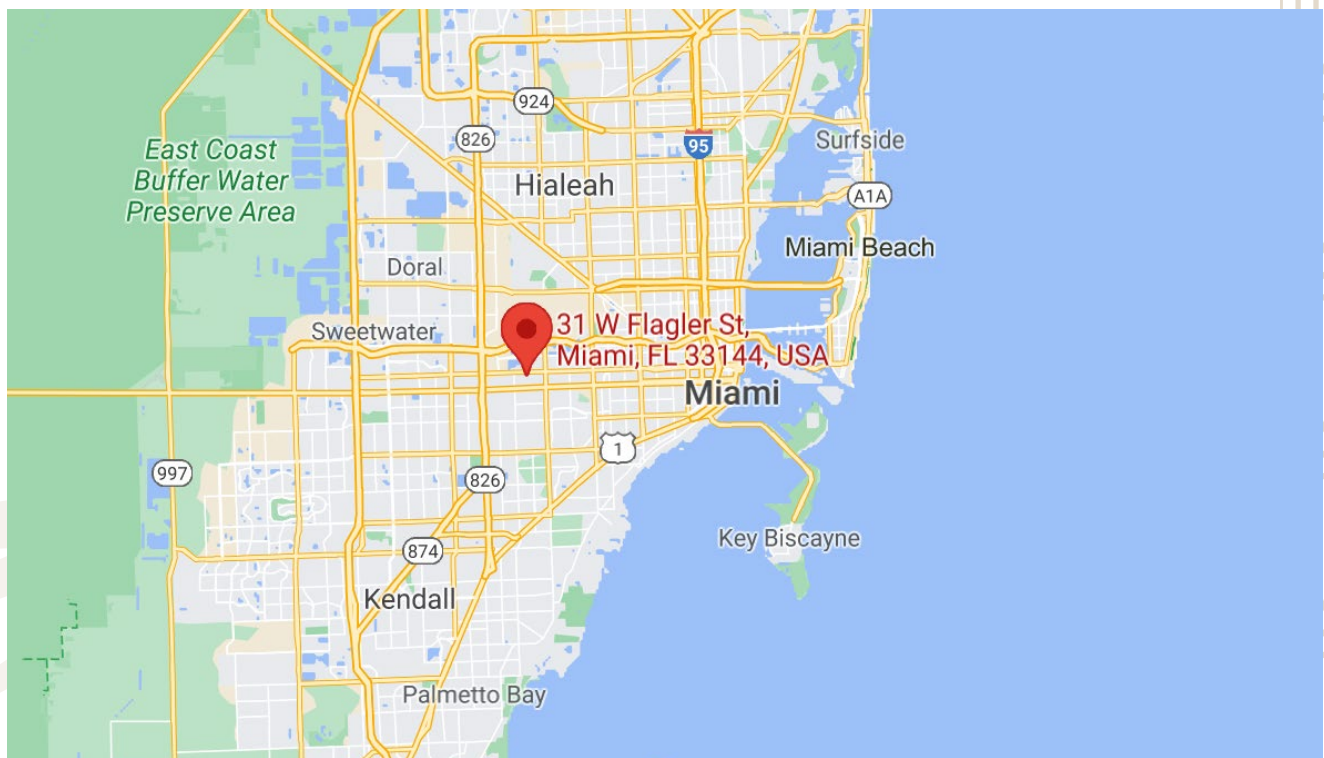
## RENT

\$102,318 per annum (F.Y. 2022) and excluding outgoings, with yearly increases in accordance with CPI. This amount does not include CAM Charges.



## MISCELLANEOUS

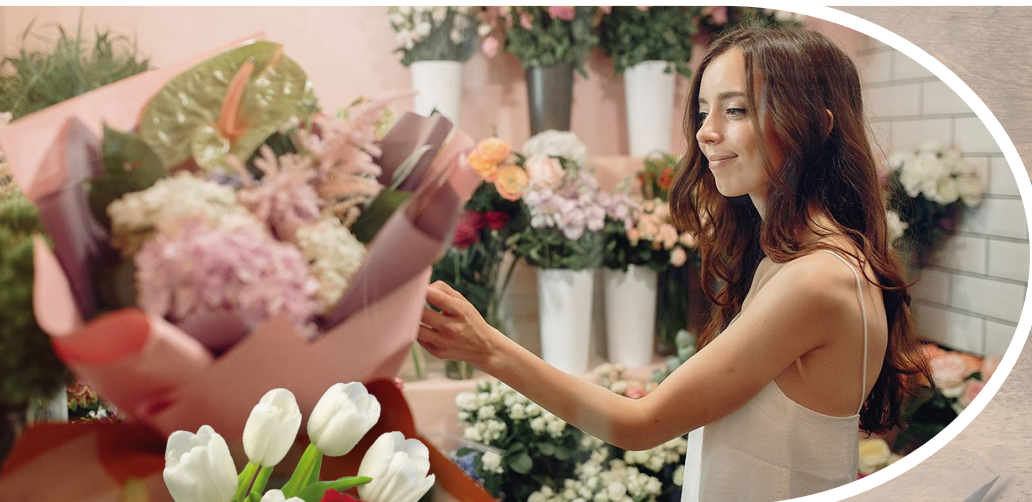
Permitted use: Florist and Retailer. There is no demolition clause. A security deposit of \$5,000 was payable at the lease commencement date.







# Photo Gallery





# Thank You For Reading

## What happens next?

If you wish to proceed further with your inquiry, please contact the Business Broker – Mr. John Doe – to schedule a Business Inspection. During this meeting you will have the opportunity to speak to the Seller/s directly, ask further questions and see the business for yourself. The importance of the Business Inspection cannot be overstated – while we hope you have found this Profile informative, it is the next step that will truly determine the suitability of the business to your requirements and specifications.

### Step 1.

#### Initial Review of Business

This is the step you have just undertaken by reading this Confidential Summary Booklet, coupled with any follow-up questions you may have for the Business Broker.

### Step 2.

#### Business Inspection

The next step is to organise a visit to the business and an informal meeting with the Seller - during which you will have the opportunity to understand the business better.

### Step 3.

#### Negotiations and Offer

Once you are satisfied with the information provided and are ready to move forward, you can negotiate a Conditional Offer with the Business Broker.

### Step 4.

#### Due Diligence

Once the Offer is accepted by the Seller, and a Deposit is paid into an Escrow Account, you will be able to undertake a Due Diligence investigation to verify the accuracy of all relevant business information.

### Step 5.

#### Contract Exchange and Other Matters

You will need to engage an Attorney to review the Contract of Sale prepared by the Buyers' Attorney and to assure you are protected in the transaction.

### Step 6.

#### Close of Escrow & Possession

Once both parties have signed the Contract of Sale, you can move on to Close of Escrow and take possession of the business, enabling you to now drive the business in whatever direction you choose.





# Confidentiality & Disclaimers

## GENERAL DISCLAIMER

The statements and financial information related to the subject business set forth in this Confidential Summary Booklet are based solely on information supplied by the Seller(s) of the business to Transworld Business Advisors - and Transworld Business Advisors, its directors, contractors and employees hold no belief as to the accuracy or otherwise of such information supplied.

The statements and financial information are passed on by Transworld Business Advisors via this Confidential Summary Booklet on behalf of the Seller for whom Transworld Business Advisors acts solely as an agent.

Accordingly, Transworld Business Advisors, its directors, contractors and employees do not and cannot warrant or guarantee the accuracy of such statements and financial information relating to the business, and they accept no responsibility in any way whatsoever in respect of any errors or omissions in respect of such statements and financial information howsoever caused. Transworld Business Advisors strongly recommends that any prospective Buyers of the business seek their own independent legal, accounting, technical and financial advice and make their own enquiries and conduct their own due diligence of the business.

Each and every opinion or recommendation that Transworld Business Advisors has set forth in this profile is held by Transworld Business Advisors, its directors, contractors and employees in good faith and on the basis the information supplied by the Seller(s) of this business is accurate at the time of writing this Confidential Summary Booklet, and each and every opinion and recommendation set forth in this profile is held, made or stated on the following conditions:

Transworld Business Advisors makes no invitations to any person to rely on any such opinion or recommendation.

Transworld Business Advisors accepts no responsibility on any person should Transworld Business Advisors, its directors, contractors or employees become aware of any change to/ or accuracy in the information supplied by the Seller on which the opinion or recommendation is based.

Transworld Business Advisors shall not be under any liability for loss or damage howsoever occasioned as a result of any reliance by any person any such opinion or recommendation, whether or not such loss or damage was due to any negligence, default, or lack of care by Transworld Business Advisors, its directors, contractors or employees.

## FINANCIAL DISCLAIMER

The Financial Information container herein and in the document "Profit & Loss Analysis" has been reproduced using information provided to Transworld Business Advisors by the Seller(s). Transworld Business Advisors has not verified the accuracy of these records and therefore cannot and do not make any representation as to their accuracy. The Buyer(s) and/or their accountant/financial advisers should make their own enquiries.

In the event that a Buyer is told or otherwise led to believe by any parties that the takings in the business exceed those records lodged with the IRS, Transworld Business Advisors expressly dissociate ourselves with any such representation and would strongly suggest that the Buyer and/or their accountant or financial advisers disregard any such representation and have regard only to the records disclosed to the Internal Revenue Service - subject to our previous warning that we cannot and do not vouch for them.

Add-Back Adjustments presented in this Confidential Summary Booklet are estimations only and are neither comprehensive nor complete - further investigation on these is necessary.

These numbers should serve as a guide only during the Enquiry Process and should not be used in the Due Diligence process - rather, the Financial Statements produced by their Accountants should, in conjunction with:

- Company Tax Returns;
- IRS Portals;
- Invoices and Receipts and;
- Any other supporting documentation that the Buyer and/or their accountants or financial advisers deem appropriate and relevant.

All financial figures and Information have been provided in good faith, and while it is our belief these are true & accurate, it is the responsibility of any Potential Buyer to verify all information provided with the assistance of a qualified professional. The Agency strongly recommends all Potential Buyers take this course of action.

## NON-DISCLOSURE AGREEMENT

In consideration of the Seller providing to Transworld Business Advisors, this Confidential Summary Booklet containing financial and any other information relating to the business, ("Confidential Information") to the Recipient, the Recipient acknowledges the Confidentiality of the Information and the potential damage to the Seller and the business of a breach of confidentiality and undertakes:

I. To treat the information contained herein as private & confidential;

II. To use the Confidential Information solely for the purpose of evaluating the opportunity to purchase the business from the Seller, and for no other purpose;

III. Not to use or allow the use of the Confidential Information to be used to gain any advantage over the Recipient or any other party;

IV. Not to allow the use of the Confidential Information to disadvantage the Seller or the business;

V. Not to disclose the Confidential Information other than to professional advisors, directors or employees of the Recipient who have agreed to be bound by this Confidentiality Agreement, and who undertake to maintain strict security over the Confidential Information, and where the Recipient is acting on behalf of its client, the client also agrees to be bound by this Confidential Agreement;

VI. To return all Confidential Agreement and related notes or copies thereof upon request by the Seller or Transworld Business Advisors;

VII. Not to communicate directly or indirectly the Recipient's interest in the business offered by the Seller with customers, suppliers or employees of the business or the Seller;

VIII. Not to disclose to any party (other than those mentioned above), that discussions have been held in relation to the Seller, the business or the opportunity to purchase the business;

The Recipient makes this undertaking in favour of Transworld Business Advisors and the Seller, and both parties undertake to keep the Recipient's interests confidential.

In the event that the Recipient eventually purchases the said business, whether as an individual, company or partnership privately, through another agent or any other source, the Recipient undertakes to compensate Transworld Business Advisors for any damages and/or loss of commission.

The Confidential Summary Booklet and other information is provided by Transworld Business Advisors on the instructions of the Seller(s) of this business and has been prepared from information supplied by the Seller(s) and their Accountants. The Recipient acknowledges that this information is further provided on the basis that the contents are accurate and correct. However, Transworld Business Advisors and its management and officers disclaim any express or implied warranty thereto.

**Acceptance of the Confidential Summary Booklet constitutes acceptance of all of the above terms and conditions.**



# Broker Profile

**John Doe is a Florida native who graduated from the University of Florida, with a degree in Business and a major in Economics. He has successfully completed all of his Business Brokerage courses through the IBBA (International Business Brokers Association), earning the qualifications of CBB, CBI and M&AMI.**

John joined the team at Transworld Business Advisors after being recruited by Mr. Andy Cagnetta, who was responsible for selling John's restaurant. John specializes in the sale and purchase of businesses valued between US\$300,000 and US\$1 million within the Food & Beverage industry.

John is known for his high energy, enthusiasm and eagerness to get deals done. He is an experienced negotiator and effective communicator who has proven himself as a Business Broker, making him the right broker for your next sale or acquisition.

## Mr. John Doe

**CBB CBI M&AMI  
Business Broker**

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Miami, FL 33130

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*“John Doe sold my Aventura-based Restaurant in 2017 – getting me an excellent price! His services were exceptional and his communication with us throughout the process could not be faulted. His years of experience were invaluable in getting us through what was a truly challenging process between the offer and the close of escrow due to a number of obstacles – each of which John tackled with resolve and dedication. I cannot recommend John and The Business Brokerage Agency highly enough.”*

**(Lee Green – Seller of Aventura Restaurant)**

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# About Our Agency

**Transworld Business Advisors is the world leader in the marketing and sales of businesses, mergers and acquisitions, and franchises. Whether you represent an acquisition-minded corporation or are personally interested in owning your own company or new franchise. Transworld Business Advisors offers the professional services that successfully bring buyers and seller together.**

Established in 1979, Transworld Business Advisors was originally founded in South Florida by Don (a 30 year IBM executive) and his wife Bonnie Parrish. It quickly grew to the largest business brokerage in the U.S.

Although the company was thriving, CEO Andrew Cagnetta envisioned even more growth. It wasn't long before United Franchise Group CEO Ray Titus and Cagnetta teamed up to form a partnership and offer Transworld Business Advisors as a franchise.

With over 30 years in franchising, Ray provided the leadership under United Franchise Group, which is home to award winning franchises such as Signarama, Fully Promoted (formally EmbroidMe), Experimac, SuperGreen Solutions, VentureX, and Jon Smith Subs. Andy provided the business brokerage industry experience. Their symbiotic relationship helped grow the Transworld franchise into more than 220 franchisees around the world.

Transworld Business Advisors is headquartered in West Palm Beach, Florida. Our state of the art training facility has helped thousands of entrepreneurs achieve their dream of business ownership.





This Confidential Summary Booklet (CSB) was developed for commercial purposes only as a sample.

“White Rose Florist” and “Transworld Business Advisors” are fictional businesses - any similarities with any real business/es are purely coincidental.

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

Please contact Mr. John Doe for further details or to schedule a Business Inspection.

”



**Transworld Business Advisors**

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