



# CONFIDENTIAL SUMMARY BOOKLET

**Business Broker:** Sara Vaziri  
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**FIRST BLOOM**  
*flower shop*

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

*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 Zoom Business Brokers under the supervision of the Brokerage Principal, Sara Vaziri. CONFIDENTIAL AND COMMERCIALY SENSITIVE.*

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## 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 Zoom Business Brokers - and Zoom Business Brokers, 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 Zoom Business Brokers via this Confidential Summary Booklet on behalf of the Seller for whom Zoom Business Brokers acts solely as an agent.

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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, Zoom Business Brokers 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 Inland Revenue Services - 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.

## CONFIDENTIALITY AGREEMENT

In consideration of the Seller providing to Zoom Business Brokers, 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 keep the Confidential Information;
- 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 Zoom Business Brokers;
- 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 Zoom Business Brokers 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 Zoom Business Brokers for any damages and/or loss of commission.

The Confidential Summary Booklet and other information is provided by Zoom Business Brokers 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, Zoom Business Brokers 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.**

# About the **AGENCY**

*Zoom Business Brokers is a highly accomplished team of dedicated and trustworthy professionals who are pioneering the process to skillfully guide, advise, and facilitate your seamless business transactions.*

Our team of industry veterans embodies over 100 years of collective real-world experience and will provide you with mindful expertise and resources to buy, sell or merge your business with their decades of training and practice and an extensive relationship network.

Regardless of your business size, industry or locale, our qualified brokers are relentless in our innovative approach to fully and efficiently service your needs – from expert guidance to transactions – that will ultimately save you valuable time and money and allow you to remain focused on what you do best in running your business.

OUR BUSINESS  
IS BUILT  
ON THE  
FOLLOWING

# 6

## PILLARS

### PROFESSIONALISM



We are professionals and conduct ourselves accordingly at all times.

### PASSION



We are passionate about helping Sellers and Buyers realize their dreams.

### INTEGRITY



We pride ourselves in being able to confidently say no if ever confronted with a situation that challenges our values.

### CUSTOMER SATISFACTION



Whether you are a Seller or a Buyer, we view you as a customer, and your satisfaction is our end-goal.

### CONTINUOUS IMPROVEMENT



We believe that stagnation is not an option – if we are not moving forwards, we would be moving backwards.

### SUCCESS



Whether you are a Seller or a Buyer, we view you as a customer, and your satisfaction is our end-goal.

# Welcome Message

*My name is Sara Vaziri and I am your Business Broker.*

On behalf of the whole team at Zoom Business Brokers, I am pleased to present prospective buyers with a truly outstanding acquisition opportunity in Miami's blooming Retail Industry: "First Bloom Flower Shop".

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

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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.

In any event, I hope you enjoy reading this document and I look forward to hearing from you.

Sincerely,



**Sara Vaziri**

Business Broker

## Sara Vaziri

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

(Sara Vaziri - Business Broker)

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# Executive Summary

**BUSINESS NAME**

First Bloom Flower Shop

**INDUSTRY**

Flower Shop

**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. 2022)

**RENT**

\$102,318 Per Annum (F.Y. 2022)

**WAGES**

\$387,790 Per Annum (F.Y. 2022)

**INCOME**

\$1,125,230 Per Annum (F.Y. 2022)

**S.D.E.**

\$189,772 Per Annum (F.Y. 2022)

**ASKING PRICE****\$375,000**

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

# Key Consideration

## 01

### Longstanding Business

First Bloom Flower Shop 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.

## 02

### Established Online Presence

First Bloom Flower Shop 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.

## 03

### Premium Offerings

First Bloom Flower Shop 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.

## 04

### Prime Location

Strategically located at West Flagler Street in Miami, First Bloom Flower Shop 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.

## 05

### Profitable Operation

First Bloom Flower Shop maintains a positive and profitable cash flow, with a solid Seller's Discretionary Earnings (S.D.E.) of \$189,772 in 2022 alone. This indicates its profitability and resilience in a mature market.

## 06

### Growth Potential

First Bloom Flower Shop 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.

# Business Profile

**Zoom Business Brokers is pleased to bring to the market a unique opportunity to acquire an established, centrally located florist in Miami – “First Bloom Flower Shop”.**

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

Throughout the years, First Bloom Flower Shop has positioned itself as a premium provider of Fresh Premium Floral Arrangements to a large and loyal clientele. 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 well-regarded reputation and a large base of loyal clients.

The success of the business is evidenced by a strong financial performance over the years, with a S.D.E. of \$189,772 in the year 2020. Overall, this sale provides an excellent opportunity to acquire an established florist with a large client base, excellent financial performance and ample opportunity moving forward. Prospective buyers are encouraged to carefully consider this opportunity which is already positioned for further great success.



## Hours of Operation

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

|                  |                 |
|------------------|-----------------|
| <b>Monday</b>    | 6:00am - 4:30pm |
| <b>Tuesday</b>   | 6:00am - 4:30pm |
| <b>Wednesday</b> | 6:00am - 4:30pm |
| <b>Thursday</b>  | 6:00am - 4:30pm |
| <b>Friday</b>    | 6:00am - 4:30pm |
| <b>Saturday</b>  | Closed          |
| <b>Sunday</b>    | Closed          |



Own the essence of nature's beauty by taking over First Bloom Flower Shop.

***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.: First Bloom Flower Shop
- 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

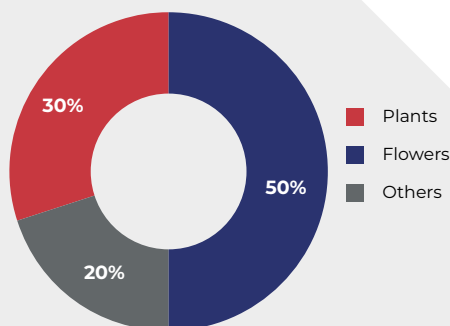
Owing to its lean operating model, First Bloom Flower Shop comfortably functions with minimal staffing requirements. In addition to its one full-time working owner, the business employs one full-time staff member who assists in sales, customer service and inventory control. The business also employs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

## Premises

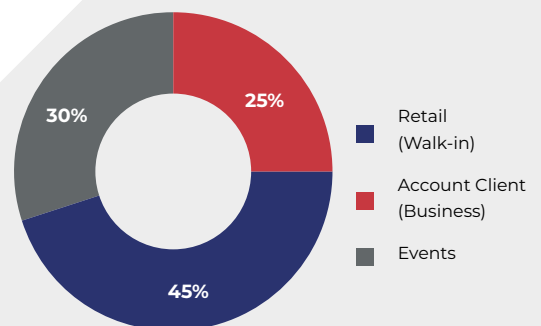
The business occupies a total of 1,291 sq. ft. (approximately). The premises are divided between a retail showroom, comprising the majority of the premises, as well as a freezer storage room for the flowers, an office for the owner, a bathroom and a kitchenette that doubles as a break room. The lease 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 Australia 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



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.



## CONFIDENTIAL SUMMARY BOOKLET

# Business Financials

| PROFIT & LOSS SUMMARY  | 2022             | 2021             | 2020             |
|------------------------|------------------|------------------|------------------|
| 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                   | 2022             | 2021             | 2020             |
|-------------------------------------|------------------|------------------|------------------|
| 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 2022 SDE

# Photo Gallery



# Broker Profile



**Sara is a dynamic business broker with a diverse background in mechanical engineering and an MBA. Her unique blend of hands-on entrepreneurial experience and financial expertise enables her to offer unparalleled guidance in selling businesses across a wide range of sectors. Her areas of practice include:**

**Manufacturing:** Leveraging her mechanical engineering background, Sara provides specialized insight into the sale of manufacturing businesses.

**3PL, Logistics & Distribution:** With a keen understanding of supply chain dynamics, she adeptly handles transactions in logistics and distribution.

**B2B Services:** Sara's expertise extends to facilitating the sale of businesses in various B2B service industries, ensuring a smooth and beneficial transition.

**Contractors (HVAC, Piping, etc):** Her experience includes working with contracting businesses, offering targeted advice to those in specialized trades.

**Financial Services (Accounting & Tax, Insurance, Bookkeeping, etc):** Sara's financial proficiency is a tremendous asset in the sale of businesses in the financial services sector.

Recognized with honors such as the Deal Maker Award and Chairman Awards from IBBA, and holding both CBB and CBI certifications, Sara is a credible and passionate professional committed to your success. If you're contemplating selling your business, whether in manufacturing, logistics, B2B services, contracting, or financial services, Sara invites you to schedule a time on her calendar to discuss your goals and explore the optimal avenues for your sale.

**Sara Vaziri**

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W. [zoombusinessbrokers.com](http://zoombusinessbrokers.com)



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

**Please contact  
Sara Vaziri for further  
details or to schedule  
a Business Inspection.**

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Booklet (CSB) was developed  
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