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## **Established Lucent/Avaya Dealer – New York/Connecticut**

**Reference No.** 10087

Revenues: \$600,000  
Cash Flow: \$100,000  
Asking price: \$500,000

### **Opportunity Summary**

This 15-year old business is one of the leading direct sellers of Avaya's cutting edge telephony systems to businesses (90% of sales) and private individuals (10%). Avaya's equipment is recognized as the leader in the industry due to its reliability and innovation. The business serves affluent regions of Connecticut (75% of sales) and New York (25% of sales). The business has over 800 existing customers which consistently generates new business for the company by the need for changes and upgrades to their systems, and also continuing service contracts. These first rate clients include many law firms, medical offices, and insurance companies, among others. The asking price of the business is well justified by the company's established customer relationships and the strong presence of the brand in the telephone industry. This is an excellent opportunity for a strategic buyer already in the telephone business or a related field or for an individual with the appropriate skills looking to invest in a profitable and well-established company.

### **Competition**

The business competes with other Lucent/Avaya dealers in the territories it serves; it does not have an exclusive in its area. While there are other telephone system manufacturers, Avaya and Nortel dominate the market; Avaya's equipment being clearly recognized as the leader in the industry for its reliability and ability to develop new innovations in its systems.

### **Opportunities**

This business has significant growth potential for an aggressive owner. Revenues can be greatly enhanced by broadening its reach to its current client's IT departments in offering more services. Also, the company could increase its use of direct mail and telemarketing to garner new business. Overall, the business should expand its business in New York (including New York City), and continue to develop relationships within its territory.

### **Facilities**

The business occupies 2,000 s.f. of leased office space with excellent exposure in a downtown area. The space has 5 offices and a large conference room. Included in the sale is computer equipment and a small inventory of telephone systems.



**Seller Involvement**

Seller is willing to help with training and transition. Also, Lucent/Avaya periodically provide training for its dealers.

**Seller Financing**

Limited seller financing is available.

**Contact**

Marc D. Weiss, Skyline Equity Advisers, 212-380-1093