



## **Party Equipment Rental/Entertainment Company - New Jersey**

### **Reference No. 174834**

Revenues: \$ 1,500,000  
Cash Flow: \$ 350,000  
Asking price: \$ 1,000,000

### **Opportunity Summary**

This 25 year-old party equipment rental business is the largest of its kind on the East Coast (50 employees) and serves a large customer base in the tri-state area. The company rents all types of party equipment and books various entertainment acts (clowns, magicians, musicians, and hypnotists) to its residential (55%) and corporate (45%) clients. The company, located in a 10,000 sq. ft. facility, is one of the few on the East Coast to be a licensed booking agency, licensed employment agency, licensed casino gaming operator, licensed raffle company, and a licensed carnival game operator. The company's revenues, derived from its wide array of product offerings, are divided as follows – (1) Inflatables - 40%; (2) Entertainers - 30%; (3) Mechanicals - 20%; (4) Special Events (i.e. casino nights) - 10%. The large inventory of party equipment (\$2,000,000 original cost value), includes a tremendous selection of giant inflatables, giant slides, carnival games, mechanicals, tents and chairs. The owner has developed an extremely efficient and well-run business, which handles thousands of events per year. The company's success results from its reputation for excellent service, loyal repeat customer base (80%), industry leadership and wide range of offerings, which allows for "one stop shopping." The asking price is well justified by the value of the assets, established reputation, and high cash flow. This is an excellent opportunity for someone seeking to enter the party equipment rental business or for a strategic buyer who plans to expand its operations.

### **Competition**

There are other party equipment rental businesses in the area; however, they are smaller and they lack the reputation and wide range of inventory and product offerings that this company is able to offer its customers.

### **Opportunities**

The business has significant growth opportunities. The company could grow revenues by more fully maximizing the licenses it holds; i.e. greater promotion of casino gaming nights and raffles. Also, a more aggressive marketing and sales campaign, especially aimed at corporate event business, would result in increased revenues.



**Facilities**

The business operates in New Jersey out of a 10,000 sq. ft. facility, with approximately 1,300 sq. ft. of office space. Included in the sale are a large inventory of party equipment, (\$2,000,000 original cost value), 4 box trucks, 7 vans, several forklifts, computers and office furniture.

**Seller Involvement**

Seller is willing to help with the transition.

**Seller Financing**

Seller financing is available.

**Contact**

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