

REVENUE / EBITDA

\$1.7M

2019 Revenue

\$56K

2019 EBITDA

1.8M

2020 Revenue
(PROJ)

\$69K

2020 EBITDA
(PROJ)

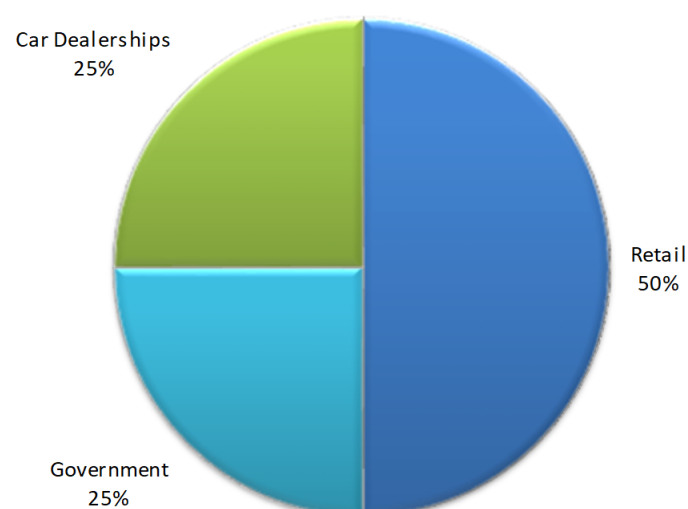
BUSINESS HIGHLIGHTS

The Company primarily services government entities and local new car dealerships. The Company maintains a large database of approximately 13,000 customers of which 7,500 customers are considered recurring and has an 85% rate of repeat business. Customers are primarily located in the “Golden Triangle” region of Florida. The Company’s established commercial account base is a strong asset that contributes to stability, and presents opportunities for revenue growth.

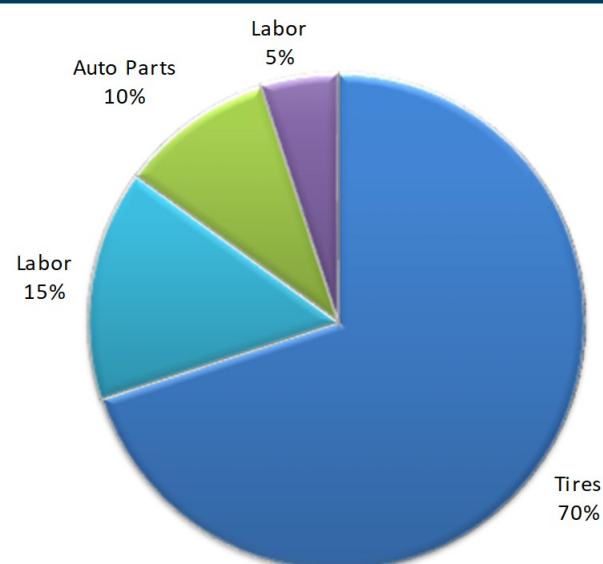
The Company utilizes a team of sales professionals to develop new relationships and service existing clients in both internal and outside sales roles. The Company also uses radio advertisements, social media, and the Company’s website to secure additional sales.

Management is evaluating the opportunity to add additional warehouse locations in the Southeast to expand the Company’s footprint throughout the region. Warehouse space is relatively cheap and would serve as an excellent opportunity to sell tires in new markets with limited front-end cost.

2018 Customer Markets
(percentage of sales)



2018 Revenue Mix
(percentage of sales)



REVENUE CAGR

2016 - 2019: 1.63%

EBITDA MARGIN

2016: 4.4%

2017: 3.1%

2018: 3.4%

2019: 3.3%

2019 HIGHLIGHTS

Active Accounts: 7,500

Repeat Business: 85%

Employees: 6

INVESTMENT APPEAL

Management Continuity: The owners are willing to stay with the Company during a transition period in order to ensure a seamless transfer of ownership.

Brand-Name Products: The Company represents many of the leading manufacturers in the industry, which enables it to meet the high-end needs of its clientele. Such brands include; Bridgestone, Firestone, Michelin, Yokohama, BFGoodrich, Goodyear, and many more.

Superior Name and Reputation: Established for over three decades in the state of Florida, The Company has built a stellar reputation for high quality service, professionalism, honesty in advice and pricing, and reliable expertise.

Industry Expertise: The Company’s key employees have significant industry and service knowledge. This wealth of experience and expertise provides the Company with a competitive advantage over that of other local and regional body shops.

Strong Supplier Relationships: The Company has long-term relationships with a diversified vendor base. These relationships enable consistent auto parts and equipment sourcing capabilities.

Qualifications: The Company’s market expertise, brand name recognition, established customer base, and strong vendor relationships give the business a significant edge in the marketplace.

Alex Mironov

Vice President - M&A

E. amironov@generational.com

P. 678-646-6723



Generational Equity

125 Park Avenue , 25th Floor

New York, NY 10017

T. 212-381-7650