SELL-SIDE OUTCOME · CLOSED TRANSACTION

Amazon FBA Home Organization Brand

Home Organization & Storage · Consumer Products

SELLER First-Time Client · Asia · By Referral BUYER U.S. · Amazon FBA Aggregator

01 THE OUTCOME

SOLD PRICE

$7.25M + INV.

UNDER CONTRACT BEFORE GOING TO MARKET

NET INCOME

$1,822,338

MULTIPLE

3.97× + INV.

02 DEAL TERMS

85% Cash at Closing

The overwhelming majority of proceeds paid in cash on the day of close — no earn-out contingency on the core price.

15% Retained Equity

A minority stake in the acquiring company held in perpetuity — continued upside in the combined entity's growth.

03 THE BUSINESS

A trademarked brand of home organization and storage products, sold predominantly in the U.S. through Amazon FBA. Products are manufactured exclusively for the company, protected by U.S. and U.K. trademarks with patents pending, and backed by 20,000+ five-star reviews. Three full-time employees transferred with the sale.

- U.S. sales · 100% Amazon FBA
- U.S. + U.K. trademarks · patents pending
- Exclusive manufacturing · 20,000+ five-star reviews
- 3 FT employees transferred · growing YoY

04 TRANSACTION TAKEAWAYS

A first-time client based in Asia, referred by a past client whose exit we brokered years earlier — a $60,000 referral commission on the introduction. Multiple offers arrived, and the business was under contract before it ever went to market.

The buyer: an active Amazon-space acquirer. Our client took majority cash with a small equity stake in the larger entity, held in perpetuity — a friction-free cross-border close. Documented SOPs and multiple supply chains raised buyer confidence and price.

WHY IT CLOSED

Protected and documented — it sold before launch.

Pre-market	85%	15%	3.97×
UNDER CONTRACT	CASH AT CLOSING	RETAINED EQUITY	MULTIPLE

CASE STUDY · NO. 02 · SELL-SIDE OUTCOME

Identifying details withheld · for qualified prospects only