website properties

SELL-SIDE OUTCOME · CLOSED TRANSACTION

# Amazon FBA Crafting Brand

*Crafting Supplies · Consumer Goods*

SELLER First-Time Client · Canada    BUYER U.S. Aggregator · Repeat Acquirer

## 01 THE OUTCOME

SOLD PRICE

**$185K**

SOLD ABOVE LIST PRICE

NET INCOME

**$78,745**

MULTIPLE

**2.3×**

## 02 DEAL TERMS

**90%** 

### Cash at Closing

The bulk of proceeds wired at close — no earn-out, no performance strings.

**10%**

### Deferred

A small deferred balance completing shortly after transfer.

## 03 THE BUSINESS

A trademarked premium crafting supply brand with Amazon Brand Registry, a large count of strong reviews, and solid supplier relationships. About 94% of sales run through Amazon, with the rest through Walmart, Etsy, and its own WooCommerce store.

- 94% Amazon · Walmart, Etsy, WooCommerce
- Brand Registry · product trademark
- Strong reviews · quality brand collateral
- Same-category range — cross-sell & expansion

## 04 TRANSACTION TAKEAWAYS

Branded FBA — but in an extremely competitive vertical with tight margins, and sales had dipped from supply-chain issues heading into the closing period. We priced at a lower multiple to reflect it, matching the owner's desire for a fast exit — and still delivered an exit package above list. (The seller, a first-time client from Canada, came via an affiliate partner who earned an $18,500 referral fee.)

We were initially under contract with an individual buyer who tried to renegotiate at the closing table. We walked away — and sold above list to a more qualified buyer: a U.S.-based aggregator of Amazon businesses who has bought a number of companies through us.

The COVID-era lesson: plan inventory ahead. Shortages lead to negative reviews and lost placement on Amazon — and both pull an exit price down.

WHY IT CLOSED

**Discipline at the closing table beat the lowball at the wire.**

| $125K | $185K | 2.3× | 90% |
|---|---|---|---|
| LIST PRICE | SOLD PRICE | MULTIPLE | CASH AT CLOSE |

CASE STUDY · NO. 04 · SELL-SIDE OUTCOME