



**Broker Info**



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**Background**

**General Location:** Los Angeles, CA  
**Category:** Consumer Services (B2C) Manufacturing  
**Years in Business:** 5  
**Under Present Owner:** all  
**Hours of Operation:** Mon-Fri 9am-5pm Pacific  
**Owner Hours:** Mon-Fri 9am-5pm Pacific  
**Training:** 12 weeks @ 20 hours  
**Organization Type:** C-Corp  
**Lease Expiration:** n/a  
**Lease Options:** n/a  
**Building Size:** n/a  
**Employees:** 1  
**Reason for Sale:** Retirement

**Summary**

Opportunity to acquire a rapidly growing B2C (some B2B too) water purification business. The business was launched 5 years ago and the founder is willing to stay on for up to 1 year post close, then operate a non-profit. The business has customers throughout the US and the suppliers are in China. A new owner could run operations from anywhere. Current fulfillment 3PL locations are Houston and the Pacific Northwest. 2025 projections are 7.6M revenue, 6M gross, and 3.4M EBITDA. The product removes viruses, pathogens, bacteria, metals, chlorine, fluoride, microplastics, chemicals and other contaminants from drinking water. Customers are referring others and the repeat when they come back to buy new filters. The seller's new non-profit business would actually become a good sized customer of this business. As of Q1 '25, inventory was \$439,308 and owner would like to be reimbursed at cost.

**Financials**

**Asking Price:** \$11,275,000  
**Down Payment:** Negotiable  
**Gross Sales:** \$4,638,108  
**Discretionary Cash Flow:** \$2,468,873  
**FF&E:**  
**Inventory Included?** No  
**Inventory:** \$439,308  
**Min. Operating Capital:**  
**Real Estate Available?** No  
**Rent:** \$0  
**Financing:** SBA

Overview of opportunity:

- 2024: 4.6M revenue and 2.46M earnings
- 2025 projection as of early Feb: 7.6M revenue and 3.4M EBITDA
- 3 months of training included with the sale
- Owner willing to stay on for 1 year post training at a reasonable salary
- Owner/Founder is the only employee at this business.
- 90% of orders are placed directly on the seller's website, which is Shopify based
- 10% of orders customers email in questions then buy or call
- Good suppliers and fulfillment relationships
- Water purification product that outperforms the competition
- 3 gallon container capacity

Year	2024	2023	2022
Gross Sales	\$ 4,638,108	\$ 1,236,530	\$ 250,184
Gross Profit	\$ 3,664,105	\$ 976,859	\$ 197,645
Disc. Earnings	\$ 2,468,873	\$ 786,225	\$ 176,120

Non-Disclosure Agreement (NDA) required before any introductions or additional details are shared.