

2020 Est Revenue

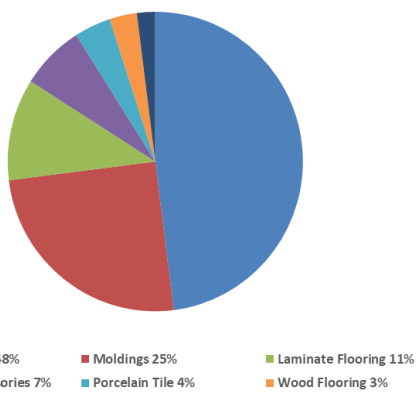
40.0MM

2020 Est EBITDA

\$4.8MM
BUSINESS HIGHLIGHTS

The Company is an international distributor of a broad line of building materials, specializing in a variety of flooring, moldings, decking, installation products, stairs, and flooring supplies. The Company offers a variety of flooring, broadly categorized as vinyl flooring (48%), laminate flooring (11%), porcelain tile (4%), wood flooring (3%), and decking (2%). Other revenue sources include moldings (25%) and flooring accessories (7%). The Company prides itself in utilizing a variety of eco-friendly materials and sources, offering over 130 flooring styles, 500 molding products and styles, 25 installation products, and more than 30 outdoor products such as siding, decking, turf and pavers.

The Company's multiple locations and relationships with manufactures allow customers to benefit from factory pricing direct from the manufacturer and next day shipping throughout Florida. The Company's new customer portal allows customers to place orders online across the country. The Company primarily serves dealers, contractors, and distributors in Florida, Georgia, Houston, Caribbean, and New York. The Company has over 3,600 active accounts that make purchases on an annual basis and which generate approximately 88% of total revenue.

REVENUE MIX

KEY 2020 HIGHLIGHTS

- \$40MM in Sales
- 88% Rate of Repeat Business
- 3,670 Active Accounts

EMPLOYEES

Full-Time Employees - 76
Part-Time Employees - 2
Owners—2

Management will remain through transition period or longer

INVESTMENT CONSIDERATIONS

Diversified Customer Base: The Company has over 3,500 active accounts with no single customer accounting for more than 3% of revenue during the historical period. The Company established a working relationship with national big box retailer in Q3 2020 and expects to see sales growth through the big box retailer's vendor program going forward

Strong Client Relationships: The Company is proud of its strong ties to clients and its reputation for quality products and client service. Evidence of these relationships is shown in the 88% rate of repeat business, as well as the fact the Company benefits from a substantial referral base

Strong Historical Sales Growth: Historical sales have grown from approximately \$29.5 million in 2017 to \$35.6 in 2019, representing a compound annual growth rate of 9.8%. Sales have consistently grown in each year of the historical period

Strong Earnings: The Company has strong earnings growth year over year. EBITDA exhibited an overall upward trend from \$2.8 million in 2017 to \$3.2 million in 2019

Julie Sandoval, MBA

Senior Managing Director
678-646-6704
jsandoval@generational.com


Generational Group

11175 Cicero Dr. Suite 100
Alpharetta, GA 30022
Fax: 972-392-8581