

# STRATEGIC MARKETING/ADVERTISING FIRM

FEATURING AN EXPERIENCED PROFESSIONAL STAFF AND AN EXTENSIVE CUSTOMER LIST  
CONSISTING OF HIGH-PROFILE ACCOUNTS

2004 Sales(Est.): \$5,250,000

2004 EBIT(Est.): \$1,270,000

Location: Mid-Atlantic

## BUSINESS DESCRIPTION

This acquisition candidate enjoys an impeccable reputation for being one of the leading marketing/advertising agencies in the Mid-Atlantic United States. As a full-service operation, the Company manages every step of the marketing process in-house, including planning, brand building and account management. Strategic alliances with suppliers of media, print, photography, radio and television production, etc., allow our client to provide cost-effective advertising solutions that help businesses succeed by building brand awareness. The Company's extensive customer base of large, successful operations in industries such as telecommunications, finance, technology and legal and accounting includes several *Fortune 500* companies.

Our client's staff features several knowledgeable advertising professionals with experience in a variety of industries and advertising techniques. The Company's unblemished reputation for providing results-oriented marketing strategies generates an exceptionally high level of repeat business. The shareholder believes that a larger organization, or a private investor with financial resources, could leverage the Company's established market position and customer relationships to take the business to the next level.

## INVESTMENT HIGHLIGHTS

- **Explosive Growth and Strong Profitability** – The Company experienced a 54% increase in sales in fiscal 2000, and EBIT averaged 28.9% in 1999, and 2000.
- **Experienced Professional Staff in Place** – The Company's advertising professionals feature extensive experience in a variety of industries and advertising practices. These staff members (not the shareholder) manage the customer relationships.
- **Impressive Customer List** – The Company's esteemed reputation and professional business practices result in lucrative relationships with several high-profile accounts.
- **Limited Owner Dependency** – The shareholder has very little involvement with customer relationships which will make the Company and, more importantly, the customer list, easy to transition to a new owner.
- **Tremendous Growth Opportunity** – With an established name in the Mid-Atlantic Region and the opportunity to secure additional business with the existing customer base, the Company represents an outstanding acquisition opportunity.

For more information on **Client 512946**, please contact:



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