

E-COMMERCE • AUTOMOTIVE CARE

Proprietary Automotive Care Brand with Recurring Subscription Revenue

A fast-growing DTC and Amazon automotive care brand selling proprietary consumables and accessories, supported by nearly 2,000 active subscribers and a lean, contractor-run operating model.

ASKING PRICE

\$955,715

26x Monthly Multiple

\$4.81M

TTM REVENUE

\$441K

TTM PROFIT

9%

PROFIT MARGIN

~1,900

ACTIVE SUBSCRIBERS

BUSINESS MODEL

Multi-Channel

FIRST MADE MONEY

2023

OWNER INVOLVEMENT

5 hrs/week

TEAM SIZE

2 Founders + 5 Contractors

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- ✓ Trademarked brand with Amazon Brand Registry 2.0 and proprietary consumable formulations.
- ✓ Multi-channel revenue across DTC e-commerce, Amazon FBA/FBM, and subscription refills.
- ✓ Nearly 2,000 active subscribers generating predictable, recurring revenue with strong retention.
- ✓ Streamlined operations require ~5 hours/week of founder oversight; fully contractor-supported.
- ✓ 130,000-subscriber email list and 56,000+ total customers across a paid-social acquisition engine.

Growth Opportunities

Amazon Channel Expansion

Amazon (~15% of revenue) is underdeveloped; PPC, A+ Content, and listing optimization offer significant upside.

Subscription Retention

Improving onboarding flows and plan options could meaningfully increase subscriber LTV and reduce churn.

Retail Distribution

Hero consumable products are well-suited for retail partnerships, unlocking a currently untapped offline channel.

SEO & Organic Growth

No SEO investment to date; organic search represents a fully untapped, cost-efficient acquisition channel.

Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

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