

E-COMMERCE • HOME & LIFESTYLE

Proprietary Home Goods Brand on Amazon FBA & DTC

Established home and wellness brand with 40+ proprietary SKUs, lean operations, and a growing direct-to-consumer channel generating organic traffic with no ad spend.

ASKING PRICE

\$580,104

26x Monthly Multiple

\$1.14M TTM REVENUE	\$268K TTM PROFIT	23% PROFIT MARGIN	85% YOY REVENUE GROWTH
BUSINESS MODEL Amazon FBA + DTC	ESTABLISHED 2023	OWNER INVOLVEMENT 5 hrs/wk	
TEAM SIZE 1 contractor	CUSTOMER MARKET United States	TREND Growing	

Investment Highlights

- 40+ proprietary SKUs with custom tooling — not replicable from standard suppliers.
- No single SKU exceeds 20% of revenue; profits diversified across full catalog.
- DTC channel growing organically with ~400 daily visitors and zero ad spend.
- Registered trademark and Amazon Brand Registry providing strong IP protection.
- Experienced supply chain contractor in place; owner spends only ~5 hours per week.

Growth Opportunities

Paid Advertising Validated ad channels untested at scale offer immediate, low-risk revenue upside.	International Expansion Catalog not yet listed on European or Canadian marketplaces despite buyer demand.
DTC Conversion Existing organic traffic converts at 0.37%; industry average is 2–3%.	New Product Launch Ready prototypes and established supply chain enable fast, low-cost product expansion.

Interested in Learning More?

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

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