

E-COMMERCE • APPAREL & ACCESSORIES

Nearly 30-Year Sun-Protection Brand
With Loyal Customer Base

Established eCommerce brand selling UPF 50+ hats and accessories across inclusive sizing ranges, driven by diversified acquisition channels, a 70K+ subscriber email list, and a registered trademark.

ASKING PRICE

\$509,166

34x Monthly Multiple

\$663K

TTM REVENUE

\$180K

TTM PROFIT

27%

PROFIT MARGIN

70,219

EMAIL & SMS SUBSCRIBERS

BUSINESS MODEL

Multi-Channel eCommerce

FIRST MADE MONEY

1997

OWNER INVOLVEMENT

33 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

United States

TREND

Stable

Investment Highlights

- ✓ Nearly 30-year operating history with a registered trademark and high-authority domain.
- ✓ TTM revenue of \$663K and net profit of \$180K, reflecting margins above 20%.
- ✓ 70,000+ email and SMS subscribers with weekly campaigns and automated flows.
- ✓ Diversified traffic: paid search, social ads, organic SEO, email/SMS, and more.
- ✓ Lean owner-operated model with AI-powered chat and returns fully automated.

Growth Opportunities

TikTok Shop Expansion

Launch on TikTok Shop to tap live-commerce audiences and drive incremental revenue.

Wholesale Channel Growth

Scale wholesale distribution to reach new retail buyers and increase order volume.

SEO Content Calendar

Publish structured 'best hats for...' articles to leverage the high-authority domain further.

Accessories & Bundling

Introduce complementary accessories to enable upsells, cross-sells, and product bundles.

Interested in Learning More?

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

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