

E-COMMERCE • CLEANING & MAINTENANCE TOOLS

Category-Leading Brand in Professional Cleaning Equipment

A diversified, multi-channel e-commerce brand holding the #1 marketplace position in its core category, with 105+ SKUs, 44% year-over-year revenue growth, and ~20% EBITDA margins.

ASKING PRICE

\$8,700,000

48x Monthly Multiple

\$11.1M

TTM REVENUE

\$2.16M

TTM PROFIT

19%

PROFIT MARGIN

22,000+

CUSTOMER REVIEWS

BUSINESS MODEL

Multi-Channel FBA

FIRST MADE MONEY

2022

OWNER INVOLVEMENT

10 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- ✓ #1 ranked brand in its core marketplace category with ~24.5% revenue share.
- ✓ 105+ SKUs across 8 product lines; no single SKU exceeds 8% of total revenue.
- ✓ 44% year-over-year revenue growth with TTM net revenue of \$11.1M.
- ✓ 4.6-star average rating across 22,000+ reviews drives strong social proof and repeat purchases.
- ✓ Lean operations requiring ~10 hours per week; dual-sourced supply chain and registered trademark included.

Growth Opportunities

New SKU Pipeline

38 additional SKUs already funded and in development, ready to expand the catalogue.

DTC Channel Scaling

Owned Shopify store represents significant upside with targeted marketing investment.

International Expansion

Early-stage presence in Canada and the UK offers substantial untapped revenue potential.

B2B & New Marketplaces

Active Walmart and Amazon Business launches open high-volume commercial buyer segments.

Interested in Learning More?

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

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