



Mergers and Acquisitions of Ohio

Gary N. Underhill, L. Don Prince, Wooster, OH • Gary Lovett, Dover, OH

Equipment Rental Business

Tel: 330.202.9054 / Fax: 330.202.7685

Company Highlights

- Largest in its primary market area
- Consistently high margins
- Multiple revenue streams
- Known for superior customer service
- Owner is retiring
- Substantial asset base

Business Summary

This is the county's premier equipment rental company. The business model is that customer service is top priority, individual customers pay in advance, equipment is kept in optimal working condition both mechanically and esthetically, and all customers provide detailed identification. It is very common for a piece of equipment to generate several times its acquisition cost over 3-4 years and then be sold for at or near its original cost.

The keys to success are to keep employees who can effectively service and maintain the equipment, to know how to purchase equipment whether new or used, and to have the equipment available that's in demand.

Growth opportunities include additional advertising, developing new relationships with contractors, adding equipment offerings, and expanding the market area.

Great opportunity for a new owner to "hit the ground running"!

Figure 1: Financial Highlights

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011 est.</u>
Sales	\$549K	\$462K	\$477K	\$493K
Cash Flow	\$313K	\$231K	\$324K	\$276K

Asking Price: \$1.4 Million (real estate included)