

# PRO POWER NEW PRODUCT SALES & SERVICE

## Idaho Falls, Idaho

### THE COMPANY

Fifteen years ago the seller was frustrated that Idaho Falls did not offer a quality service outlet that carried a full line of lawn equipment, snow blowers and parts. Without any formal business experience, Pro Power began with distribution rights to 8 core companies and the rights to several others. It is the largest service center supporting a radius of 60 miles, offering professional and timely service to commercial-municipal-agriculture accounts and at the same time supplying residential customers quality tools and products with the best service in the area. Pro Power employs trained technicians who are qualified to work on small engines, transmissions, and chain saws while generating a strong contribution margin. This business is the anchor service supplier for the community, with on site management, updated Point-of-Sale software, and quality and professional mechanics.

### THE LOCATION

Pro Power offers a large retail floor area for the core products; specifically lawn and snow removal equipment. Pro Power has operated successfully since 1995 from the same location. The parts area has been modernized with Point-of-Sale software that has been incorporated into the service department. Service has been an anchor product mix for Pro Power. Over the years Pro Power's success has captured the market that supports a hub of over 100,000 by replacing or out competing several other service locations. The company's sales have hovered around the one million dollar mark for several years with a blended margin slightly higher than 20%.

### THE STRENGTHS

Pro Power focuses on giving exceptional service to the lawn care industry. Their core customer cannot wait to have the equipment repaired; the shop has several work areas and the company employs trained and professional technicians. The demand in the service area is steady from the time the grass grows till the frost hits the ground, then the company's focus is on the repair of winter and snow equipment. New product sales continue to be strong because of the strong service department and the stock-on-hand parts division.

### THE OWNER

The owner started the company +/-15 years ago. His experience of growing up on a large production farm provided the background for service. The years of owning his own company has educated him on marketing new products, promoting used equipment, and servicing the community with the core service area. The business today is nothing like the earlier model and is now built to succeed and grow but is at a point that the owner cannot handle two careers and has elected to sell his company. The owner is motivated to sell and will offer a non compete and extensive training for the buyer.

### THE IDEAL BUYER

An active owner/manager with hands on experience in service is mandatory. Pro Power has been built on active owner/managers that can market-repair-supply a very demanding customer base. The City, Parks and Recreation, State, and private contractors flock to the store to find the parts to repair their equipment and complete their contracts on time. This is a unique company that has built its success on meeting and maintaining its customers.

### ASKING PRICE

~~\$465,000~~

**Price Reduced to**  
**\$395,000**

### TERMS:

Cash

### ASSETS

Furniture Fixtures & Equipment	\$80,000
Inventory	150,000
Business Worth, Non Compete, Training, NOP by 2 years Less Rent Back	175,000
<b>Total Assets</b>	<b>\$405,000</b>

*All values provided by Seller*

Real Property Value \$300,000\*

*\*Real Property of \$300,000 is not included in price, but can be leased for \$1,500/month, NNN*

### INCOME STATEMENT SUMMARY

3-yr Average NOP \$110,000

*Financial information provided by Seller*



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## ARTHUR BERRY & COMPANY

Business Brokerage Professionals  
and Commercial Real Estate

EASTERN IDAHO OFFICE:

3038 Old Castle Lane, Idaho Falls, ID 83404

Tel 208-535-9905 Fax 208-535-9906

For more information visit [www.arthurberry.com](http://www.arthurberry.com) or contact:

**BILL SPOFFORD**

Cell: 208-520-3357

[bspofford@arthurberry.com](mailto:bspofford@arthurberry.com)

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