美国园林绿化特许经营和

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设想中的交易涉及格鲁吉亚的两家互补企业：

- 二十多年前推出的高端景观美化业务于 2019 年成为一家大型全国特许经营公司的一部分
- 高端特色苗圃批发业务

该景观美化公司提供全方位的草坪护理和景观美化服务，为高端住宅客户提供行业领先的解决方案。 同时，批发苗圃也是独特重点植物的主要来源。
园内有一个试验花园，在设计中使用不同的植物来观察它们在当地的表现。
这两项业务在一定程度上是互补的，因为一些客户对更直接的园林绿化服务感兴趣，而一些高端住宅客户则对特色苗圃产品感兴趣。
该景观美化企业为佐治亚州的两个地区提供服务，潜在客户群达 80 万。

2022 年，两家公司的收入约为 340 万美元，现金流利润率为 21%。

除公司所有人外，其他员工包括：

- 1 名兼职行政助理
- 6 名全职维护和改进工作人员
- 11 非全时季节性工作团队

- 1 名现场全职销售助理
- 1 名全职保育员

业主愿意作为全职员工在公司工作 2 到 3 年现任所有者将从 20 多年来建立的现有客户和供应商关系中获益。

主要住宅和商业景观美化服务：

- 景观和硬质景观设计与安装
- 草坪和地面维护
- 花圃维护
- 树木和灌木维护与服务
- 施肥、除草和灭虫服务

TARGET PRICE

$2,570,000

GROSS REVENUE

$3,350,834

EBITDA

$705,294

BUSINESS TYPE

农业企业

COUNTRY

美国

BUSINESS ID

L#20230519

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- 人工草坪安装和服务
- 冰雪服务

在过去的四年里，共获得 700 多条线索和客户。
此外，在园林绿化业务的两个地区，还拥有 40 多家维护和安装方面的老客户。
该公司仅在其中一个地区提供高端住宅服务，以及较新的商业和住宅维护和安装服务。

园林绿化业务的高端住宅客户保留率为 76%（2022 年 9 月的收入加权数据），苗圃业务的高端住宅客户保留率为 98%。
景观美化业务每年平均有 40 个经常性客户，其中住宅维护工作（每月的经常性工作加上季节性工作和额外工作）占总收入的 49%。

苗圃业务的平均门票销售额翻了一番多，从 2019 年的 568 美元增至 2022 年的 1251 美元，园艺业务的销售额/客户数也几乎相同（从 2019 年的 1.4 万美元增至 2022 年的近 3 万美元）。

竞赛

虽然有几个竞争对手，但没有一个被认为对这两家企业至关重要。

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  - 在竞争对手中，Gibbs Landscaping 是该地区唯一一家从事园林绿化业务的相关竞争对手。
  - 他们的竞争优势在于，佐治亚州的两个地区都可以免费协助创造收入机会（每天），而新的竞争对手则不具备这些优势。
  - 除了垄断一些特色植物外，该批发苗圃还经营一些该企业是唯一货源的商品，业主收到了来自全国各地的请求。

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