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Sample, Inc.
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The enclosed "Broker Opinion of Value" (BOV) report has been developed for the exclusive and confidential use of Ms. Potential Buyer. The report has been prepared by Visionary Business Brokerage, LLC dated December 1, 2021, and was made by/or under the supervision of the undersigned. The purpose of this valuation is to render an opinion as to the fair market value of 100% interest of Sample, Inc. as of October 31, 2021.

In preparing this BOV, I have relied upon historic financial information provided to me. This financial information has not been audited, reviewed, or compiled by me and accordingly I do not express an opinion or any form of assurance on this financial information.

My report is based on historical and prospective financial information provided to me by management and other third parties. Users of this valuation report should be aware that business valuations are based on future earnings potential that may or may not materialize. Therefore, the actual results achieved during the projection period will vary from the projections used in this valuation and the variations may be material. The accompanying report discusses all the assumptions and limiting conditions that apply to this BOV and are integral to the understanding of the opinion.

Based upon my study and analytical review procedures I have concluded that a reasonable estimate of the fair market value of 100% interest of Sample, Inc. as of October 31, 2021, is between the range of \$750,000 and \$850,000 plus the value of the inventory at the time of closing.

This engagement was not contingent upon developing or reporting predetermined results. My compensation for completing this assignment is not contingent upon the development or reporting of a predetermined value or direction in value that favors the cause of the client, the amount of the value opinion, the attainment of a stipulated result, or the occurrence of a subsequent event directly related to the intended use of this opinion of value.

Visionary Business Brokerage, LLC

Carlton White
CEO

November 30, 2021

	2018		2019		2020		YTD Actual 2021 (through Oct)		Projection 2021		Add Back Items			
	\$	% of sales	\$	% of sales	\$	% of sales	\$	% of sales	\$	%	2018	2019	2020	2021
Gross Receipts	\$ 1,500,000		\$ 1,846,803		\$ 1,000,000		\$ 1,354,562		\$ 2,000,000					
COGS	\$ 540,000	36.0%	\$ 639,813	34.6%	\$ 336,151	33.6%	\$ 460,967	34.0%	\$ 680,000	34.0%				
Gross Profit	\$ 960,000	64.0%	\$ 1,206,990	65.4%	\$ 669,281	66.9%	\$ 893,594	66.0%	\$ 1,320,000	66.0%				
Officer Compensation	\$ 90,128	6.0%	\$ 60,873	3.3%	\$ 46,815	4.7%	\$ -	0.0%			\$ 90,128	\$ 60,876	\$ 46,815	
Salaries & Wages	\$ 375,000	25.0%	\$ 440,061	23.8%	\$ 255,478	25.5%	\$ 225,114	16.6%	\$ 480,000	24.0%				
Repairs & Maintenance	\$ 4,500	0.3%	\$ 5,920	0.3%	\$ 4,952	0.5%	\$ 4,447	0.3%	\$ 6,000	0.3%				
Rents	\$ 245,935	16.4%	\$ 252,368	13.7%	\$ 225,306	22.5%	\$ 217,504	16.1%	\$ 250,000	12.5%				
Taxes & Licenses	\$ 42,000	2.8%	\$ 40,911	2.2%	\$ 25,867	2.6%	\$ 26,581	2.0%	\$ 48,000	2.4%				
Depreciation	\$ 6,000	0.4%	\$ 6,956	0.4%	\$ 4,877	0.5%	\$ -	0.0%			\$ 6,000	\$ 6,956	\$ 4,877	
Advertising	\$ 3,000	0.2%	\$ 1,401	0.1%	\$ 1,091	0.1%	\$ 86	0.0%	\$ -					
Pension, Profit Sharing	\$ 4,200	0.3%	\$ 2,704	0.1%	\$ 3,100	0.3%	\$ 1,404	0.1%	\$ 4,000	0.2%				
Other deductions	\$ 96,000	6.4%	\$ 118,777	6.4%	\$ 93,518	9.4%	\$ 77,723	5.7%	\$ 160,000	8.0%				
Total deductions	\$ 866,763	57.8%	\$ 929,971	50.4%	\$ 661,004	66.1%	\$ 552,859	40.8%	\$ 948,000	47.4%				
Total Income	\$ 93,237	6.2%	\$ 277,019	15.0%	\$ 8,277	0.8%	\$ 340,735	25.2%	\$ 372,000	18.6%				
PPP							\$ 107,432							
Inventory	\$ 200,000	13.3%	\$ 200,000	10.8%	\$ 200,000	20.0%	\$ 200,000		\$ 220,000					
Seller's Discretionary Earnings (SDE)	\$ 189,365		\$ 344,848		\$ 59,969		\$ 340,735		\$ 372,000					
SDE x 2.25	\$ 426,071		\$ 775,908		\$ 134,930		\$ 766,654		\$ 837,000					
SDE x 2.25 + inventory	\$ 626,071		\$ 975,908		\$ 334,930		\$ 966,654		\$ 1,057,000					

Sample, Inc.

BOV Notes

Been in business for 5 years

Lots of loyal customers.

Unique “vibe” in the store that customers like.

Loyal employees that have been with the firm since founding. They like to go to work.

Low to mid-price points for merchandise.

They don't seem to have any real competition. Truly a unique retail operation.

Ratios all look good:

COGS 34% to 36%. Industry 30% to 40%

Rents 13% to 16% Industry 10% to 20%

Payroll 23% to 25% Industry 20% to 30%

Profit 7% to 18% Industry 10% to 20%

Clean books that show care and good business sense. Nice business that has been looked after.

Issues going forward:

COVID. 2020 was a large impact on the top and bottom lines for the business. Hopefully that is behind as the stores have shown bounce back numbers in 2021.

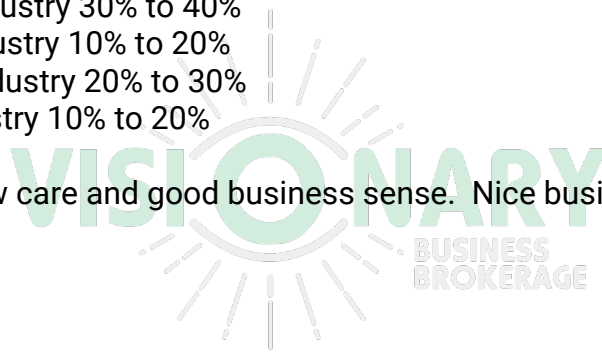
Online sales. The percentage on online sales is small. It seems that could be built up tremendously if the proper person that knew how to do that were able to acquire.

Personnel. That doesn't seem to be a problem. They seem to be able to acquire and motivate a sales team. It would be nice if the mask mandates would be dropped so that stress point was removed (both for employees and customers).

Price calculation:

Rule of thumb: 2-3 times SDE plus inventory

I calculated at 2.25 times SDE because of the need to improve online sales



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