

Bonus:

Q3 2018 Review



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FBA Business Price Guide

November 2018

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FBABusinessPriceGuide.com

November 21, 2018

From: Barcelona, Spain

13°C/56°F and sunny

Dear FBA business owners and investors,
Welcome to the November 2018 FBA Business Price Guide.

The standout piece of data this month was that only 10% of active listings have unique or proprietary products. This is the lowest amount of inventory we've ever recorded for this business type.

And our Q3 wrap-up of July, August & September 2018 is finally ready. We've got an intriguing chart of 2017 vs 2018 list price multiples!

So be sure to scroll to the end to see that **BONUS Q3 Review**.

Our FBA MarketWatch Monday emails are being released consistently, with rave reviews and now include links to **ALL new listings each week!** This data will only be released via email so if you don't receive the Monday email, sign up at FBABusinessPriceGuide.com.

A quick reminder of how this guide is created... we search for ALL listings available online and compile the data. We are *limited* to publicly available data and rely on brokers and websites to update when listings are sold, the current price and other details.

Enjoy! Coran

Whenever you are ready here are 3 ways I can help YOU:

1. Do You Know What Your Brand Is Worth?

Want to know how much a buyer is likely to pay for your brand? We can confidentially examine your brand to provide you with a realistic value range, based on deals we've closed plus current market trends. [Click here for you free value estimate.](#)

2. Looking For Brands To Acquire?

Let us know your [investment criteria here](#), so we know which deals to send to you as they become available.

3. Want to know what makes FBA Brands more valuable in 2018?

Check out our [2018 half-yearly review](#). We reviewed 69 public sales with a combined list price of over \$127,000,000!- click here to check it out.

Also, if you don't already get this guide sent to you via email, feel free to join at [FBABusinessPriceGuide.com](#) so you don't miss out on all the additional resources. Or to update your subscription preferences [click here](#).

Market Overview

As at 1 November 2018	No. of Listings	List Price Value
FBA currently listed for sale	205	\$301,404,197
List Price Range	\$3,500 - \$47,000,000	
Median List Price	\$324,591	
Median Multiple	2.9x	
Sold	17	\$10,915,429
Pending offer/sale	14	\$12,260,500
Delisted	8	\$6,323,673
Unknown (Delisted or Sold)	19	\$8,252,900

(All figures are USD)

*Note: We report median values as they are a more accurate reflection of the market than averages.

November 2018 Highlights

- Active listings at the beginning of October vs November are down from 215 to 205.
- Sold businesses above \$1M had a median multiple of 3.7x (3 listings) whereas below \$1M (14 listings) had a median multiple of 2.2x.
- There were 46 new businesses listed in October for sale which is slightly up from last month (44 in September).
- 60 Brokers and 33 Private Sellers have FBA businesses listed for sale.
- 37% of delisted businesses were over \$1M+ price point.
- Only 10% of active listings have unique or proprietary products. This is the lowest amount of inventory we've ever recorded for this business type.

Sold Data

List price	Multiple	Type of Biz	Category
\$2,500	1.4	Proprietary	Clothing & Apparel
\$5,000	0.2	Retailer	Various
\$44,000	2.6	Private Label	Clothing, Shoes & Jewelry
\$46,822	2.0	Private label	Beauty & Personal Care
\$58,546	2.3	Retailer	Various
\$64,100	2.9	Merch	Merch
\$135,369	2.2	Private label	Baby
\$149,530	2.4	Private label	Pet Supplies
\$160,000	1.7	Private label	Watches
\$184,925	2.3	Proprietary	Home & Garden
\$187,778	1.8	Private Label	Merch
\$194,113	2.2	Private label	Automotive
\$410,000	3.7	Private Label	Various
\$833,746	2.8	Private label	Baby
\$1,690,000	3.0	Private label	Supplements
\$2,750,000	3.7	Private label	Kitchen & Dining
\$3,999,000	4.2	Proprietary	Home & Kitchen

Delisted

List price	Multiple	Type of Biz	Category
\$2,200,000	3.3	Private label	Supplements
\$1,824,000	2.6	Proprietary	Home Improvements
\$1,470,000	3.9	Private label	Sports & Outdoors
\$490,000	2.5	Private Label	Home & Kitchen
\$162,531	2.3	Private label	Clothing, Shoes & Jewelry
\$140,000	1.9	Private label	Various
\$32,142	2.0	Private label	Home & Kitchen
\$5,000	0.7	Private label	Home & Kitchen

Unknown:

Delisted/Sold

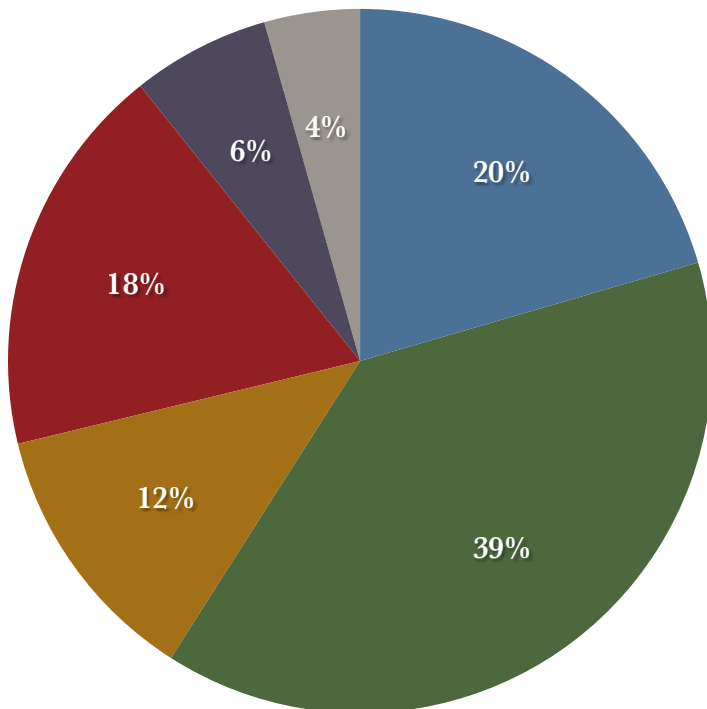
List price	Multiple	Type of Biz	Category
\$3,900,000	3.95	Private Label	Sports & outdoors
\$1,100,000	1.57	Private Label	Home & Kitchen
750,000	5.40	Private label	Electronics
359,100	3.16	Private label	Beauty & Personal Care
\$325,000	2.00	Private label	Sports & outdoors
\$320,000	2.60	Private label	Home & Kitchen
\$275,000	2.56	Retailer	Automotive
\$256,500	2.00	Private label	Beauty
\$247,000	3.34	Retailer	Health & Beauty
\$229,000	2.08	Private Label	Garden & Outdoor
\$182,400	2.05	Private label	Watches
\$95,000	1.19	Unknown	Home & Household
\$79,000	2.63	Retailer	Unknown
\$40,000	1.33	Proprietary	Supplements
40,000	0.79	Private label	Home & Kitchen
\$29,000	3.06	Private Label	Automotive
\$19,900	2.52	Proprietary	Beauty
\$6,000	1.43	Private label	Pet Supplies
N/A	-	Proprietary	Jewelry

Active Listing Snapshot

List Price Ranges on

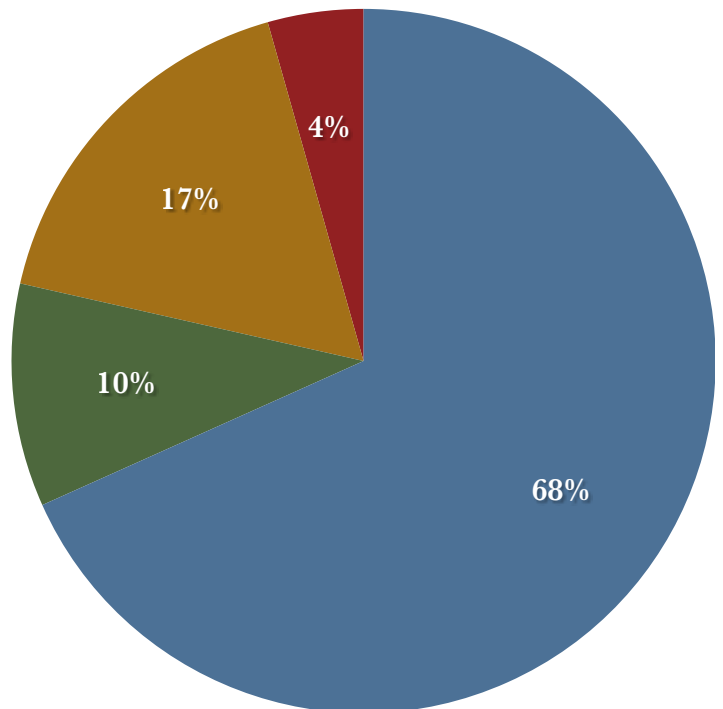
ALL Listings

- <\$100k (42)
- \$100-500k (79)
- \$500k-\$1M (25)
- \$1-5M (37)
- >\$5M (13)
- No Price (9)



Business Type

- Private Label (140)
- Unique/Proprietary (21)
- Reseller/Wholesale (35)
- Unknown (9)



BONUS

Q3 2018 Market Overview

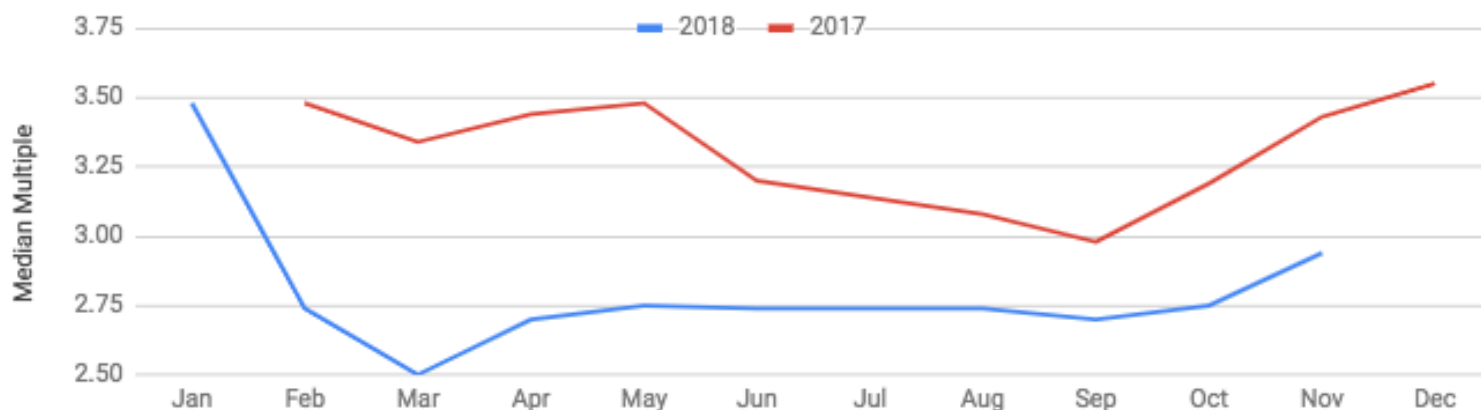
1 July - 30 Sept 2018	No. of Listings	Total Value
Total New Listings	147	\$139,773,277
List Price Range	\$1,500 - \$13,000,000	
Sold	65	\$104,163,070
Pending	20	\$42,469,242
Delisted	41	\$34,611,069
Unknown Delisted/Sold	64	\$38,357,485
Still Active	209	\$239,203,357

(All figures are USD)

Q3 Highlights

- New listings for Q2 vs Q3 were down by 13% (169 vs 147 respectively).
- From Q1 to Q3 this year 132 listings have sold for a combined value of \$228MM up \$100M from the end of Q2.
- 38.5% of sold listings in Q3 were above \$1M.
- Compared to 2017 (red line), 2018 multiples have softened (blue line), however following the same trend as last year they are on the rise.
- Notably listing multiples are rising on \$1M+ priced business whereas <\$500k is declining.

Median Multiple 2017 vs 2018



Q3 2018 Overview

	July	August	September
Total Active/For Sale	215	213	209
Sold	14	11	38
Pending	3	14	11
Delisted	16	14	9
Unknown Delisted/Sold	22	25	18
New Listings	49	55	44
Median List Price	\$300,000	\$297,000	\$297,500
Ave. Days on Market	62	139	228

(All figures are USD)

Sold Data by List Price Segment Q3 2018

List Price Segment	No. Sold	% Total Sold	Average Multiple
<\$100k	18	27.7%	1.9
\$100k - \$500k	13	20.0%	2.2
\$500k - \$1MM	9	13.8%	3.3
\$1MM - \$2MM	11	16.9%	3.3
\$2MM - \$5MM	10	15.4%	3.9
>\$5MM	4	6.2%	4.3

Sold Listing Median Multiple by Quarter

List Price Segment	Q3 '17	Q4 '17	Q1 '18	Q2 '18	Q3 '18
<\$100k	2.5	1.6	1.8	1.7	1.9
\$100k - \$500k	2.4	2.4	2.2	2.3	2.2
\$500k - \$1MM	2.5	3.3	2.6	3.1	3.3
\$1MM - \$2MM	2.4	3.0	-	3.2	3.3
\$2MM - \$5MM	3.7	4.4	3.3	3.8	3.9
>\$5MM	4.6	4.7	4.2	4.6	4.3