

BONUS:

2018 Year In Review

Special Edition



FBA Business Sales 2018 Year in REVIEW

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FBA Business Price Guide

March 2019

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FBABusinessPriceGuide.com

March 26, 2019

From: Austin, Texas

26°C/78°F and sunny

Hi business owners and investors,

Welcome to the March 2019 FBA Business Price Guide. This month we're happy to say we had the larger deal go under offer on the marketplace, listed at \$10MM. We'll keep you updated when that one closes!

Earlier this month we released our [2018 Year In Review](#). It looked the sales trends for 2018 plus a year-over-year comparison to 2017. If you haven't seen it yet [check it out here](#).

2018 Year In Review Highlights

- We tracked 41% more businesses for sale than 2017
- Sold listings numbers were flat year-over-year
- Average days to sell almost doubled
- IBBA reports that "margin pressure on businesses will get worse" in 2019
- Multiples across almost all price points decreased

Our MarketWatch Monday emails contain links to **ALL new listings!** 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.

Now, it's on to the March roundup below.

Cheers, Leanne

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 Year In Review](#). We reviewed 173 public sales with a combined list price of over \$257,000,000!- [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 March 2019	No. of Listings	List Price Value
FBA currently listed for sale	236	\$409,548,192
List Price Range	\$5,000 - \$50,000,000	
Median List Price	\$400,000	
Median Multiple	3x	
Sold	12	\$3,175,282
Pending offer/sale	5	\$12,914,000
Delisted	5	\$576,340
Unknown (Delisted or Sold)	34	\$44,051,333
<small>(All figures are USD)</small>		

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

March 2019 Highlights

- Active listings at the beginning of February vs March are virtually the same (235 to 236).
- Of the 12 sold businesses only one was over the million dollar price point.
- Sold listings below \$1MM (11 listings) had a multiple of 2.4x. Whereas, the singular listing above \$1MM had a multiple of 3x.
- There were 55 new businesses listed in February for sale which is the same as last months (55 in January), which is not uncommon for the time of year.
- 32 Private Sellers have FBA businesses listed for sale. There was a significant increase in the number of Brokers from 65 in January to 70 in February.
- The number of listings with a unique or proprietary products has once again dropped to an all time low of 6%.
- We (The FBA Broker) had the largest pending sale this month listed at \$10MM.

Sold Data:

List price	Multiple	Type of Biz	Category
\$1,375,000	3.0	Private Label	Sports & Outdoors
\$499,000	3.1	Private Label	Sports & Outdoors
\$345,150	1.8	Private Label	Apparel & Accessories
\$225,000	2.5	Private Label	Electronics & Photos
\$203,302	2.4	Retailer	Automotive
\$143,153	2.5	Private Label	Apparel & accessories
\$130,781	2.0	Private Label	Health & Personal Care
\$99,000	2.9	Private Label	Health & Beauty
\$81,549	1.8	Private Label	Home & Kitchen
\$32,917	2.2	Private Label	Clothing, Shoes & Jewelry
\$30,430	2.5	Private Label	Apparel & Accessories
\$10,000	0.3	Private Label	Toys & Games

Delisted:

List price	Multiple	Type of Biz	Category
\$169,354	2.2	Private Label	Jewelery
\$120,935	2.5	Private Label	Automotive
\$100,164	3.0	Private Label	Pet Supplies
\$97,446	0.2	Retailer	Various
\$88,441	1.7	Private Label	Office Products

Unknown:

Delisted/Sold

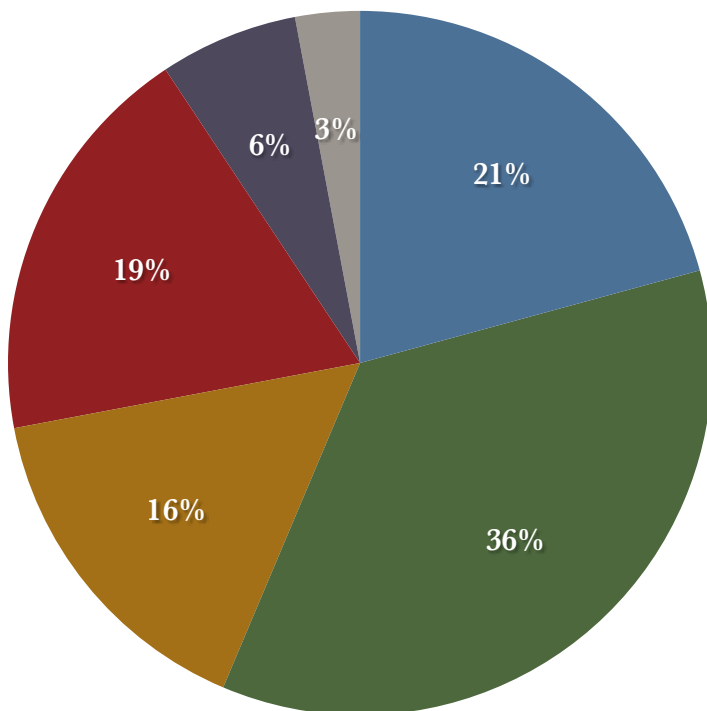
List price	Multiple	Type of Biz	Category
N/A	-	Private Label	Consumerables
N/A	-	Proprietary	Home & Kitchen
\$8,200,000	6.3	Proprietary	Baby
\$5,625,000	3.8	Private Label	Unknown
\$5,000,000	5.3	Retailer	Automotive
\$5,000,000	5.0	Private Label	Health & Personal Care
\$4,000,000	2.9	Private Label	Clothing, Shoes & Jewelry
\$1,938,670	3.2	Private Label	Beauty
\$1,914,234	2.9	Private Label	Sports & Outdoors, Beauty
\$1,489,000	2.1	Unknown	Office Products
\$1,300,000	2.6	Unknown	Unknown
\$1,055,000	2.6	Private Label	Sports & Outdoors
\$1,042,183	3.5	Private Label	Baby
\$1,019,401	3.0	Private Label	Kitchen & Dining
\$914,538	2.7	Private Label	Baby
\$829,000	2.6	Private Label	Outdoors & Sports
\$750,000	3.0	Retailer	Unknown
\$570,320	2.7	Private Label	Unknown
\$485,000	3.4	Private Label	Various
\$450,000	3.3	Private Label	Sports & Outdoors
\$360,000	5.6	Private Label	Supplements
\$349,000	1.9	Retailer	Toys & games
\$325,435	2.2	Private Label	Home & Kitchen
\$300,000	4.6	Proprietary	Sports & Outdoors
\$295,000	-	Private Label	Clothing, Shoes & Jewelry
\$190,000	3.5	Private Label	Sports & Outdoors
\$99,942	3.5	Private Label	Office Products
\$96,900	1.8	Private Label	Electronics
\$95,000	3.1	Private Label	Home & Kitchen
\$90,000	-	Private Label	Sports & Outdoors
\$75,000	2.3	Private Label	Sports & Outdoors
\$68,000	-	Retailer	Electronics
\$64,710	1.1	Private Label	Hair & Beauty
\$60,000	1.4	Private Label	Office Products

Active Listing Snapshot

List Price Ranges on

ALL Listings

- <\$100k (49)
- \$100-500k (84)
- \$500k-\$1M (37)
- \$1-5M (44)
- >\$5M (15)
- No Price (7)



Business Type

- Private Label (185)
- Unique/Proprietary (15)
- Reseller/Wholesale (29)
- Unknown (7)

