Edition:
August 2019

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FBA Business Price Guide

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FBABusinessPriceGuide.com
August 21, 2019

From: Austin, USA
38°C/100°F and sunny

Dear FBA business owners and investors,

Welcome to the August 2019 FBA Business Price Guide.

The number of active listings coming to the marketplace has continued to slowly grow. Interestingly, this month almost half the sold listing were over the million dollar price point. Not only this but half of this months pending listing were over the million dollar price point.

The largest pending listing this month was our listings at $1.7MM, going under offer in just over a month.

Our MarketWatch Monday emails are back weekly with 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.

Enjoy! Rachel

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 made FBA Brands more valuable in 2018?

Check out our 2018 Yearl 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 August 2019	No. of Listings	List Price Value
FBA currently listed for sale	247	$439,400,057
List Price Range	$5,000 - $50,000,000	
Median List Price	$350,000	
Median Multiple	2.9x	
Sold	19	$43,120,182
Pending offer/sale	4	$3,332,900
Delisted	13	$27,256,364
Unknown (Delisted or Sold)	21	$10,332,010
(All figures are USD)		

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

August 2019 Highlights

- Active listings at the beginning of July vs August have decreased slightly (256 to 247).
- Almost half (47%) of sold listings were above the $1MM price point (9 deals).
- 50% of this months pending listings were over the $1MM price point, the largest of which was one of our deals.
- There were 37 new businesses listed in July for sale which is slightly up from last months (31 in June).
- The median multiple for new listings above the million dollar price point was a huge 4.5x.
- 36 Private Sellers have FBA businesses listed for sale up from last months 29. After months of seeing an increase in the amount of broker this month there was a significant decline 85 in July to 78 in August.

Sold Data

List price	Multiple	Type of Biz	Category
$6,000	0.4	Health & Personal Care	Private Label
$12,500	0.5	Health & Personal Care	Private Label
$60,729	2.3	Baby	Private Label
$136,800	1.5	Jewelry & Accessories	Private Label
$264,092	0.2	Cell Phones & Accessories	Private Label
$475,061	2.0	Sports & Outdoors	Private Label
$550,000	2.6	Arts, Crafts & Sewing	Private Label
$650,000	3.8	Arts, Crafts & Sewing	Proprietary
$850,000	3.4	Various	Private Label
$850,000	3.5	Home & Kitchen, Baby	Proprietary
$1,100,000	3.1	Office Products	Private Label
$1,950,000	3.6	Home & Household	Private Label
$2,015,000	2.3	Electronics	Private Label
$2,350,000	3.9	Pet Retail	Proprietary
$4,500,000	4.1	Health & Personal Care	Private Label
$4,700,000	4.8	Beauty	Proprietary
$4,950,000	3.9	Health & Personal Care	Retailer
$5,200,000	4.1	Supplements	Private Label
$12,500,000	4.2	Home & Kitchen	Proprietary

Delisted

List price	Multiple	Type of Biz	Category
$5,300	3.3	Office Supplies	Private Label
$5,400	3.6	Office Products	Private Label
$13,000	1.4	Home & Kitchen	Private Label
$20,000	0.6	Various	Private Label
$28,500	0.8	Sports & Outdoors	Private Label
$79,000	1.3	Various	Private Label
$102,000	0.5	Health & Personal Care	Private Label
$240,000	2.9	Garden & Outdoors	Private Label
$547,200	3.1	Jewelry & Accessories	Private Label
$1,965,964	3.3	Various	Private Label
$10,000,000	3.0	Health & Beauty	Retailer
$14,250,000	4.1	Health & Personal Care	Proprietary
Bid Process	-	Sport & Outdoors	Private Label

Unknown:

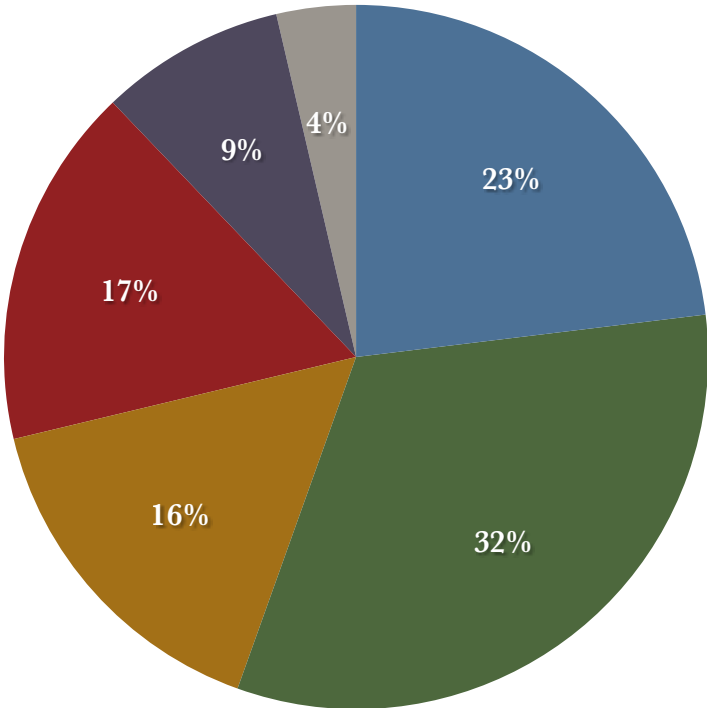
Delisted/Sold

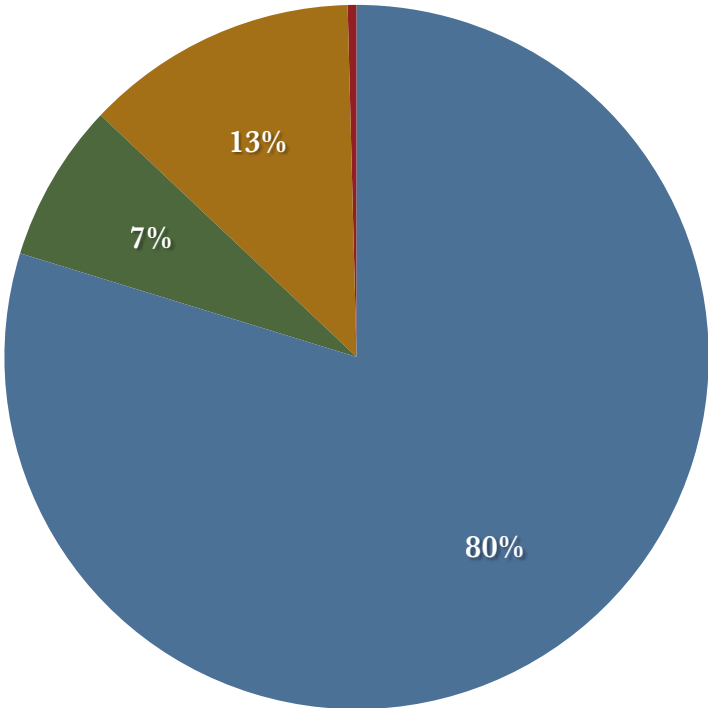
List price	Multiple	Type of Biz	Category
$20,000	2.5	Baby	Private Label
$25,000	2.6	Home & Kitchen	Private Label
$34,000	2.8	Beauty & Personal Care	Private Label
$39,000	0.6	Clothing, Shoes & Jewelry	Private Label
$79,500	1.1	Clothing, Shoes & Jewelry	Private Label
$80,000	1.3	Office	Private Label
$100,000	1.5	Lighting	Private Label
$107,000	3.0	Sports & Outdoors	Proprietary
$125,000	1.6	Home Decor	Private Label
$138,510	5.6	Sports & Outdoors	Private Label
$150,000	2.3	Home & Kitchen	Proprietary
$250,000	-	Electronics	Private Label
$350,000	2.9	Baby	Private Label
$450,000	2.2	Electronics	Private Label
$499,000	1.9	Sports & Outdoors	Retailer
$500,000	3.1	Home & Kitchen	Private Label
$985,000	2.5	Clothing, Shoes & Jewelry	Retailer
$1,600,000	1.5	Novelty & Special Use	Private Label
$1,800,000	-	Sports & Outdoors	Proprietary
$3,000,000	3.6	Garden & outdoors	Private Label
N/A	-	Home Improvement	Proprietary

Active Listing Snapshot

List Price Ranges on ALL Listings

- <$100k (57)
- $100-500k (80)
- $500k-$1M (39)
- $1-5M (41)
- >$5M (21)
- No Price (9)



Business Type

- Private Label (197)
- Unique/Proprietary (18)
- Reseller/Wholesale (31)
- Unknown (1)