

# Opportunity

**BN000033881 – Digital marketing firm specializing in providing services to medical practices**

Location: Southeast United States



Digital marketing services provider that offers a full suite of digital marketing services to medium- and large- sized companies with a specific focus on medical practices. Client relationships are managed through annual contracts, billed monthly, that automatically renew.

## Bids Invited

### Key Aspects

- Best-in-class digital marketing services
- High rate of recurring revenue from annual client contracts
- High rate of historical revenue growth
- Excellent adjusted EBITDA margins
- Low customer concentration: largest customer represents only 1% of revenue
- Niche client end market focus: medical practices

### Key Indicators

Period Ending	Revenue Source	Revenue '000	Gross Profit '000	Adj. EBITDA '000
12/31/2020	Internal	\$3,894	\$3,865	\$1,808
12/31/2021	Internal	\$5,898	\$5,833	\$3,026
12/31/2022	Internal	\$7,320	\$7,225	\$2,744
12/31/2023	Internal	\$8,256	\$8,172	\$3,108

In order that we may obtain our client's permission to release the Information Memorandum, please contact:

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## Opportunities

- Regional and national expansion opportunities, especially for medical practices across the US
- Expand utilization of digital marketing audits to increase client pipeline
- Grow client base by promoting new service that helps companies quickly build and launch high quality branded websites
- Promote its recently launched app that automates digital lead follow up through calls and texts

## Headquartered

- Southeast United States

## Current Markets

- The Company primarily serves medical practices and other medium- to large- sized companies requiring marketing expertise in the United States and Canada

## Real Estate

- The Company operates from a 9,153 sq. ft. office leased from a non-affiliated entity.

## Shareholder Objectives

- The owners are seeking an investor or partner that can help the Company increase revenue and continue its growth strategy.

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