

Opportunity

BN000031734 – Full-service InsurTech Marketing Firm

Location: Southeast US



The company provides a wide range of unique and effective marketing activities, exclusively serving insurance agencies. Activities performed include, newsletter publishing, referral marketing strategies, marketing funnels, social media management, video production and distribution, local search engine optimization, display ad targeting, website development, branding, and more.

Bids Invited

Key Aspects

- Adjusted EBITDA grew at a compound annual growth rate of 16.3% from 2019 to 2022
- Average gross profit margin of 42.2% from 2019 to 2022
- Proprietary applications built to deliver marketing activities at a low cost
- Highly regarded within the insurance industry with a reputation for high quality services and delivery
- Monthly subscription based recurring revenue model
- Detailed project management system for recurring tasks
- Search Engine Optimized (SEO) website

Key Indicators

Period Ending	Revenue Source	Revenue '000	Gross Profit '000	Adj. EBITDA '000
12/31/2019	Internal	\$1,884	\$742	\$345
12/31/2020	Internal	\$1,911	\$828	\$424
12/31/2021	Internal	\$1,936	\$919	\$495
12/31/2022	Internal	\$1,966	\$760	\$543

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

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Opportunities

- Capitalize on the company's new platform to make marketing activities more efficient for clients, and attract new clients with the do-it-yourself and hybrid model
- Leverage the company's success in its niche market and grow within; the company has a small share of the potential market
- Expand service offerings to different industries such as legal, real estate, financial, etc.
- Capitalize on the worldwide growth of companies needing to expand their digital visibility to stay competitive

Headquartered

- Southeast US

Current Markets

- The company serves insurance agencies across the United States.

Real Estate

- The company operates fully remote, with no physical operating facility.

Shareholder Objectives

- The company is equally owned by two shareholders. Both owners are proud of the company and team they have built and are excited for the growth opportunities in the industry. Both owners are willing to remain with the company under new ownership.

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