

# Opportunity

## BM009255 – High Quality Equipment and Event Rental, Sales, and Services Company

Location: Southwest U.S.



**BENCHMARK**  
INTERNATIONAL

The business provides a diverse product mix of high-quality party rentals, tenting rentals, and construction equipment rentals. Events range from, but are not limited to, city festival events, temporary tenting & power when natural disasters occur, to general contractors who need to rent a generator for a day, a week, a month, or longer.

## Bids Invited

### Key Aspects

- Market leaders in party rental, tenting rental and construction rental equipment across South Texas
- Experienced management of complex event logistics, coordination, and cost efficiencies
- Highly diversified product mix and customer base that reduces buyer's risk.
- Ability to execute large complex events turn-key with minimal reliance on outside subcontracts
- Special expertise in fair and festival events which are annually reoccurring for the business
- "Go to" business for large complex events and set-ups (higher margin)
- Current main geographic market anticipated to experience significant and sustained growth
- Cost efficient internal processes in place
- Also serves major Texas metropolitan areas such as Austin and Houston
- Strategic inventory management processes such as utilizing Like Kind Exchanges (LKE)
- HUB certified & GSA Contract Multiple Award Schedule - Category 532490P
- Certification with the U.S. General Services Administration completed in order to better service government contracts
- In 2022, approximately 90% of structure tents were replaced or added with a full range of sizes from 20x20 to 100x246

### Key Indicators

Period Ending	Revenue Source	Revenue '000	Adj. EBITDA '000
12/31/2020	Internal	\$4,219	\$693
12/31/2021	Internal	\$7,109	\$3,192
12/31/2022	Internal	\$7,900	\$3,180
12/31/2023	Internal	\$8,447	\$3,364

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

**Southwest Team (L)**  
**swteam@benchmarkintl.com**  
**(512) 347-2000**

The information contained in this document is designed to enable recipients to make a decision whether to investigate the opportunity further. This document does not constitute an offer to sell or a solicitation of an offer to buy securities and is not intended to form the basis of an acquisition decision. The information has not been independently verified by Benchmark International who do not give any representation or warranty as to its accuracy. To receive further details on this business, please contact Benchmark International by email or phone at the address or number provided. Benchmark International is a sell-side only broker that has been engaged by this business and its owners on a sole and exclusive basis and as such, in the event of a sale, will be entitled to fees solely from the business and its owners. Benchmark International does not seek or accept fees from acquirers.

# Opportunity

## BM009255 – High Quality Equipment and Event Rental, Sales, and Services Company

Location: Southwest U.S.



### Opportunities

- Further penetrate its current geographic market
- Expansion into key metro areas within Texas
- Further perfect internal efficiencies for increased margins
- Further diversification of customer base outside of the party market
- Streamline corporate functions such as HR, IT, and Accounting
- Employ extensive social media presence, specifically Instagram
- Opportunities to further expand the construction equipment side of the business
- Continued investment in equipment inventory to ensure customer markets receive the best that is available
- Phenomenal benefits for prospective buyers relocating from California or the Northeast due to lower cost of living and government-friendly atmosphere for small businesses
- Future online order capabilities for select items, ie, equipment

### Headquartered

- South Texas Inter-Coastal

### Current Markets

- The business currently serves a customer base that includes commercial businesses, contractors, and individuals.

### Real Estate

- The business operates from one centrally located warehouse as well as five outlet storefronts. All real estate, aside from one outlet store, is owned by related parties and are available as part of a transaction. One store outlet is leased from an unrelated third party.

### Shareholder Objectives

- The two owners are seeking an eventual full exit from the business, transitioning to retirement and to pursue other unrelated business opportunities. Current ownership is seeking an acquirer to continue growing the business. The owners are open to various deal structures to achieve these goals as well as a negotiable transition period to new ownership.

The information contained in this document is designed to enable recipients to make a decision whether to investigate the opportunity further. This document does not constitute an offer to sell or a solicitation of an offer to buy securities and is not intended to form the basis of an acquisition decision. The information has not been independently verified by Benchmark International who do not give any representation or warranty as to its accuracy. To receive further details on this business, please contact Benchmark International by email or phone at the address or number provided. Benchmark International is a sell-side only broker that has been engaged by this business and its owners on a sole and exclusive basis and as such, in the event of a sale, will be entitled to fees solely from the business and its owners. Benchmark International does not seek or accept fees from acquirers.

Benchmark International | 2009 S Capital of Texas Hwy | Suite 300 | Austin | Texas | 78746 | T: 1 512 347 2000 | F: 1 512 330 9594

Benchmark International is the trading name of Benchmark International CSS, LLC