



THE BUSINESS
BROKERAGE AGENCY




CONFIDENTIAL SUMMARY BOOKLET

JOE SMITH'S CITY CAFÉ

200 SOUTHEAST 1ST STREET,
MIAMI, FL 33131

ASKING PRICE:
\$475,000 PLUS INVENTORY
(ESTIMATED AT \$10,000)

Joe Smith's
City Café



This Confidential Summary Booklet is provided to prospective Buyers subject to the terms and conditions of the Disclaimers and Notices contained herein.
This document has been prepared by the Marketing Department of The Business Brokerage Agency under the supervision of the Brokerage Principal,
Mr. John Doe. CONFIDENTIAL AND COMMERCIALY SENSITIVE.

CONFIDENTIALITY & DISCLAIMER

GENERAL DISCLAIMER

The statements and financial information related to the subject business set forth in this Confidential Summary Booklet are based solely on information supplied by the Seller(s) of the business to The Business Brokerage Agency - and The Business Brokerage Agency, its directors, contractors, and employees hold no belief as to the accuracy or otherwise of such information supplied.

The statements and financial information are passed on by The Business Brokerage Agency via this Confidential Business Review on behalf of the Seller for whom The Business Brokerage Agency acts solely as an agent.

Accordingly, The Business Brokerage Agency, its directors, contractors, and employees do not and cannot warrant or guarantee the accuracy of such statements and financial information relating to the business, and they accept no responsibility in any way whatsoever in respect to any errors or omissions in respect of such statements and financial information howsoever caused. The Business Brokerage Agency strongly recommends that any prospective buyers of the business seek their own independent legal, accounting, technical and financial advice and make their own inquiries and conduct their own due diligence of the business.

Each and every opinion or recommendation that The Business Brokerage Agency has set forth in this profile is held by The Business Brokerage Agency, its directors, contractors, and employees in good faith and on the basis the information supplied by the Seller(s) of this business is accurate at the time of writing this Confidential Business Review, and each and every opinion and recommendation set forth in this profile is held, made or stated on the following conditions:

The Business Brokerage Agency makes no invitations to any person to rely on any such opinion or recommendation.

The Business Brokerage Agency accepts no responsibility on any person should The Business Brokerage Agency, its directors, contractors or employees become aware of any change to/or accuracy in the information supplied by the Seller on which the opinion or recommendation is based.

The Business Brokerage Agency shall not be under any liability for loss or damage howsoever occasioned as a result of any reliance by any person any such opinion or recommendation, whether or not such loss or damage was due to any negligence, default, or lack of care by The Business Brokerage Agency, its directors, contractors or employees.

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The Financial Information contained herein and in the document "Profit & Loss Analysis" has been reproduced using information provided to The Business Brokerage Agency by the Seller(s). The Business Brokerage Agency has not verified the accuracy of these records and therefore cannot and do not make any representation as to their accuracy. The Buyer(s) and/or their accountant/financial advisers should make their own inquiries.

In the event that a Buyer is told or otherwise led to believe by any parties that the income in the business exceeds those records lodged with the Internal Revenue Service (IRS), The Business Brokerage Agency expressly dissociate ourselves with any such representation and would strongly suggest that the Buyer and/or their accountant or financial advisers disregard any such representation and have regard only to the records disclosed to the IRS - subject to our previous warning that we cannot and do not vouch for them.

Add-Back Adjustments presented in this Confidential Business Review are estimations only and are neither comprehensive nor complete - further investigation on these is necessary.

These numbers should serve as a guide only during the Inquiry Process and should not be used in the Due Diligence process - rather, the Financial Statements produced by their Accountants should, in conjunction with:

- Company Tax Returns;
- IRS Portals
- Invoices, and Receipts and;
- Any other supporting documentation that the Buyer and/or their accountants or financial advisers deem appropriate and relevant.

All financial figures and Information have been provided in good faith, and while it is our belief these are true & accurate, it is the responsibility of any Potential Buyer to verify all information provided with the assistance of a qualified professional. The Agency strongly recommends all Potential Buyers take this course of action.

CONFIDENTIALITY AGREEMENT

In consideration of the Seller providing to The Business Brokerage Agency, this Confidential Review containing financial and any other information relating to the business, ("Confidential Information") to the Recipient, the Recipient acknowledges the Confidentiality of the Information and the potential damage to the Seller and the business of a breach of confidentiality and undertakes:

- I. To keep the Confidential Information and treat it as strictly confidential and as commercially sensitive;
- II. To use the Confidential Information solely for the purpose of evaluating the opportunity to purchase the business from the Seller, and for no other purpose;
- III. Not to use or allow the use of the Confidential Information to be used to gain any advantage over the Recipient or any other party;
- IV. Not to allow the use of the Confidential Information to disadvantage the Seller or the business;
- V. Not to disclose the Confidential Information other than to professional advisors, directors or employees of the Recipient who have agreed to be bound by this Confidentiality Agreement, and who undertake to maintain strict security over the Confidential Information, and where the Recipient is acting on behalf of its client, the client also agrees to be bound by this Confidential Agreement;
- VI. To return all Confidential Information and related notes or copies thereof upon request by the Seller or The Business Brokerage Agency;
- VII. Not to communicate directly or indirectly the Recipient's interest in the business offered by the Seller with customers, suppliers or employees of the business or the Seller;
- VIII. Not to disclose to any party (other than those mentioned above), that discussions have been held in relation to the Seller, the business or the opportunity to purchase the business;

The Recipient makes this undertaking in favour of The Business Brokerage Agency and the Seller, and both parties undertake to keep the Recipient's interests confidential.

In the event that the Recipient eventually purchases the said business, whether as an individual, company or partnership privately, through another agent or any other source, the Recipient undertakes to compensate The Business Brokerage Agency for any damages and/or loss of commission.

The Confidential Business Review and other information is provided by The Business Brokerage Agency on the instructions of the Seller(s) of this business and has been prepared from information supplied by the Seller(s) and their Accountants. The Recipient acknowledges that this information is further provided on the basis that the contents are accurate and correct. However, The Business Brokerage Agency and its management and officers disclaim any express or implied warranty thereto.

Acceptance of the Confidential Summary Booklet constitutes acceptance of all of the above terms and conditions.

WELCOME MESSAGE.

HELLO!

My name is John Doe and I am your Business Broker.



JOHN DOE
BUSINESS BROKER

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On behalf of the whole team at The Business Brokerage Agency, I am pleased to present prospective buyers with a truly outstanding acquisition opportunity in Miami's thriving Coffee Shop sector: "Joe Smith's City Café".

We have prepared this Confidential Summary Booklet with the goal of providing the reader with a good general overview of what is on offer.

While this document will not explore every detail of the business sale, it is our hope that it will provide the reader with sufficient information so they can decide whether or not to progress on to the next stage of this process, which would be a visit to the business and an informal meeting with the Owner.

In any event, I hope you enjoy reading this document, and I look forward to hearing from you.

Sincerely,

John Doe

EXECUTIVE SUMMARY.

Joe Smith's City Café has been trading since July 2012 under the same ownership. It is positioned in a prestigious Miami downtown area and is supported by a loyal following. Given its fully furnished, fully equipped premises and solid, reliable staff, it is an attractive business suited for new or experienced buyers seeking an established and lucrative operation.



BUSINESS NAME

Joe Smith's City Café



INDUSTRY

Food & Beverage



ADDRESS

200 Southeast 1st Street,
Miami, FL 33131



HISTORY

Established by the current owner in July 2012



TRADING HOURS

Mon-Fri (6:00 am – 4.30 pm)
Sat & Sun (Closed)



LEASE

Initial Term: 1 year
(commenced July 2020)
Renewal Options: 3+3+3
years (expires July 2030)



KGS OF COFFEE SOLD

80 kg



RENT

\$102,318 per annum
(FY. 2024)



REASON FOR SALE

Owner is pursuing other business interests



WEBSITE

www.joesmithcafe.com



SEATS

120 (all inside)



STAFF

3 x full-time
4 x part-time



OWNERSHIP

1 x full-time owner-operator



WAGES

\$387,790 per annum
(FY 2024)



ESTIMATED INVENTORY

\$10,000



INCOME

FY 2024: \$1,125,000
FY 2023: \$1,090,000
FY 2022: \$960,000



ADJUSTED NET PROFIT

FY 2024: \$219,700
FY 2023: \$234,600
FY 2022: \$163,100



ASKING PRICE

\$475,000
plus Inventory

KEY CONSIDERATIONS.

1 LONGSTANDING OPERATION

Joe Smith's City Café has grown to become a well-recognized café in downtown Miami. Over more than a decade of operations, it has established a strong foothold in the local hospitality industry and demonstrated enduring profitability. The business has shown consistent revenue growth and a sharp rise in discretionary earnings — with SDE increasing from \$143,800 in FY2021 to a peak of \$234,600 in FY2023, before stabilizing at a strong \$219,700 in FY2024.

2 TURNKEY BUSINESS

The sale of Joe Smith's City Café will include \$108,322 worth of assets, covering everything from tables and chairs to coffee machines and POS systems. This eliminates the need for further capital injection post-closing.

3 EXCELLENT MARKET REACH

Joe Smith's City Café's strategic marketing approach leverages its website, active social media presence, and word-of-mouth reputation to attract both new and loyal customers. Positioned in a bustling corporate area, the business benefits from its high visibility and established customer base.

4 ROBUST WORKFORCE

Joe Smith's City Café is supported by a dedicated and experienced team of baristas, waiters, kitchen staff, and a floor manager, ensuring smooth daily operations. Its loyal team, combined with the current owner's willingness to offer adequate training, provides an excellent foundation for seamless continuity for the incoming owner.

5 PRIME LOCATION

Joe Smith's City Café enjoys exceptional exposure to thousands of potential customers daily. Its location amidst major corporate offices and businesses ensures visibility to a steady stream of foot traffic.

6 GROWTH OPPORTUNITIES

Introducing weekend trading, hosting corporate functions or partnering with delivery platforms like UberEats could open new revenue streams. Additionally, replicating its successful model in new locations or exploring franchising could drive exponential growth and long-term profitability.

FINANCIAL SNAPSHOT.

Key Financial Metrics

Revenue

\$1,12m

Total revenue for FY2024, reflecting consistent year-on-year growth driven by strong weekday trade and a loyal customer base.

Gross Profit

\$770k

FY2024 gross profit after cost of goods sold, representing a strong margin of 68.4% – well above industry average.

SDE

\$219k

Seller's Discretionary Earnings (SDE) for FY2024, reflecting total owner benefit including net profit and add-backs.

FF&E Value

\$108k

Value of included Furniture, Fixtures & Equipment (FF&E), eliminating the need for further capital investment.

Asking Price

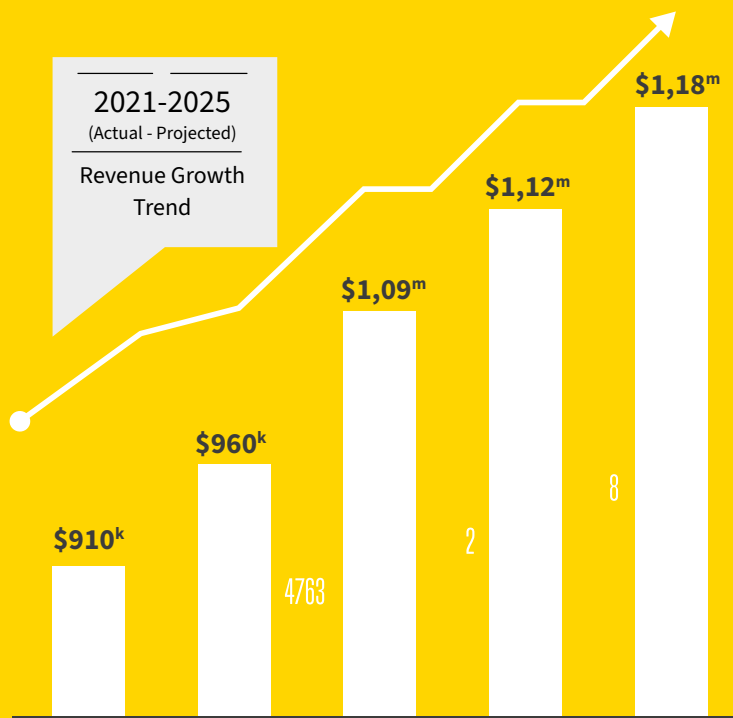
\$475k

Business asking price, plus inventory, estimated at \$10,000, but including FF&E, estimated at \$108,000.

R.O.I. Rate

45%

Return on Investment based on FY2024 SDE of \$219,700 and total acquisition cost of \$485,000 (asking price plus inventory)



\$ 23.63% CAGR (compound annual growth rate)

Key Reasons for Sales Growth:

- **New Office Towers Nearby**
Recent commercial developments brought a surge in weekday foot traffic and new corporate customers.
- **Boosted Social Media Presence**
A 2022 digital marketing push attracted younger professionals and increased brand awareness
- **Streamlined Menu Rollout**
A simplified menu improved service speed and lifted average customer spend.

Joe Smith's City Café has experienced steady financial growth over the past five years. Revenue has grown from \$910,000 in FY2021 to a projected \$1,181,250 in FY2025, while gross profit rose from \$620,000 to \$808,500, with margins consistently exceeding 68%.

Seller's Discretionary Earnings (SDE) increased from \$143,800 to a projected \$232,882 — a 62% rise — reflecting strong owner returns, stable operations, and continued demand in a high-traffic location.

FINANCIAL PERFORMANCE.

Profit & Loss Statements	2021	2022	2023	2024	2025 *
Revenue	\$910,000	\$960,000	\$1,090,000	\$1,125,000	\$1,181,250
Cost of Goods Sold	\$290,000	\$305,000	\$325,000	\$355,000	\$372,750
GROSS PROFIT	\$620,000	\$655,000	\$765,000	\$770,000	\$808,500
GROSS MARGIN	68.1%	68.2%	70.2%	68.4%	68.4%
<u>Key Expenses</u>					
Rent	\$91,000	\$94,000	\$97,000	\$102,000	\$102,000
Wages	\$335,000	\$350,000	\$370,000	\$388,000	\$388,000
Payroll Tax	\$33,000	\$35,000	\$37,000	\$39,000	\$39,000
Advertising	\$12,000	\$13,000	\$14,000	\$15,000	\$15,000
Electricity & Gas	\$12,500	\$13,000	\$13,500	\$14,000	\$14,000
Insurance	\$6,900	\$7,100	\$7,300	\$7,500	\$7,500
Water	\$3,200	\$3,400	\$3,600	\$3,800	\$3,800
Other Expenses	\$33,000	\$34,000	\$35,000	\$37,000	\$37,000
Total Expenses	\$523,600	\$541,500	\$582,400	\$606,300	\$606,300
NET EARNINGS	\$96,400	\$113,500	\$182,600	\$163,700	\$175,159
<u>Normalization Schedule</u>					
Normalization Schedule	2021	2022	2023	2024	2025 *
<u>Add-Backs</u>					
Depreciation	\$9,000	\$9,500	\$10,000	\$12,000	\$12,240
Interest Paid	\$4,000	\$4,100	\$4,300	\$4,500	\$4,500
Owner's Remuneration	\$22,000	\$23,000	\$24,000	\$25,000	\$26,000
Discretionary Expenses	\$5,400	\$5,800	\$6,200	\$7,000	\$7,500
Non-Recurring Expenses	\$7,000	\$7,200	\$7,500	\$7,500	\$7,500
Total Add-Backs	\$47,400	\$49,600	\$52,000	\$56,000	\$57,680
SDE (SELLERS DISCRETIONARY EARNINGS)	\$143,800	\$163,100	\$234,600	\$219,700	\$232,882
SDE (ADJ. NET) MARGIN	15.8%	17.0%	21.5%	19.5%	19.7%

* The FY2025 financial figures presented above have been annualized based on eight months of actual performance data, sourced directly from the Seller's accounting software. Financial data for FY2021 through FY2024 is based on the Seller's filed tax returns. While care has been taken to ensure accuracy, the FY2025 projections are estimates only and not guarantees of future performance. Prospective buyers should conduct their own independent financial due diligence prior to making any purchasing decisions.

BUSINESS PROFILE.

Joe Smith's City Café is a popular coffee shop in Miami offering a well-put-together menu of all-day breakfast and lunch options. It has also developed a loyal customer base owing to its exceptional coffee, selling approximately 80 kg per week, which contributes significantly to its weekly profits. Since its inception in 2012, the business has demonstrated immense growth and success, generating approximately \$220,000 in SDE for FY 2024 alone.

The business is located in the heart of Downtown Miami, between Southeast 1st Street and Biscayne Boulevard. Adjacent to it are major corporate buildings housing dozens of offices and businesses and thousands of workers. The single entrance to the building and large windows award the premises plenty of natural light and warmth. The business occupies a total area of approximately 185 sqm on a single floor level, divided as follows: Dining Area, kitchen, bar (Coffee/Serving) station, two bathrooms, one office, and a coolroom.

Its premises are fully furnished, fully equipped and have a memorable décor, requiring little to no additional capital investment from a new owner. Included in the sale is \$108,322 worth of equipment, including assets necessary for day-to-day operations such as 120 chairs and 50 tables, cutlery, two POS (Point of Sale) systems, two coffee machines, two fridges, a bain-marie, and assorted décor.

The business is fully staffed by competent and loyal team members, most of whom have been with it for over five years. The team is comprised of a floor manager, two baristas, two waiters, and two kitchen hands. The current owner is also hands-on in the operations, focusing on managerial and administrative functions. Should the incoming owner opt to assume the current owner's position, adequate training, and support will be provided after the sale.

Owing to its popularity, the business requires minimal to no marketing effort and investment. Nonetheless, it maintains a website and active social media pages, enabling it to attract new and returning customers through exclusive promotions and regular postings. It also attracts customers through word-of-mouth and by leveraging its position in a bustling corporate area.



FULLY FURNISHED. FULLY EQUIP



HOURS OF OPERATION.



Joe Smith's City Café operates five days per week, excluding Saturdays and Sundays. It is also closed on all public holidays in Florida, as well as for two weeks at the end of the year - between Christmas and New Year. The following is its typical weekly schedule

Days	Timetable
Monday	6:00am - 4:30pm
Tuesday	6:00am - 4:30pm
Wednesday	6:00am - 4:30pm
Thursday	6:00am - 4:30pm
Friday	6:00am - 4:30pm
Saturday	Closed
Sunday	Closed

NOTWITHSTANDING ITS CONSISTENT YEAR-ON-YEAR GROWTH, THE BUSINESS PRESENTS AMPLE OPPORTUNITY FOR FURTHER EXPANSION. WEEKEND TRADING, HOSTING FUNCTIONS OR EVENTS, AND CORPORATE CATERING COULD BE EXPLORED. ADDITIONALLY, INTEGRATING WITH DELIVERY PLATFORMS SUCH AS UBEREATS WOULD FURTHER DIVERSIFY REVENUE STREAMS. GIVEN THE CAFÉ'S SUCCESS, EXPANSION INTO NEW LOCATIONS OR FRANCHISING COULD PROVIDE LUCRATIVE OPPORTUNITIES FOR GROWTH.

ED.

LEASE AGREEMENT.

Please find enclosed to this Confidential Summary Booklet a copy of the Lease Agreement and Disclosure Statement for the premises for your review and perusal.

As part of this deal, the current Lease Agreement will be transferred to the Buyer at the cost of the Seller.



PARTIES

Landlord: 4Gland, Inc.

Tenant: Joe Smith Enterprises LLC

TERMS

1 year (commenced July 2020)

RENT

\$102,318 per annum (F.Y. 2024)

RENEWAL OPTIONS

3+3+3 years (expires July 2030)

ADJUSTMENTS

3% per annum

SECURITY DEPOSIT

\$25,000

PERMITTED USE

Café, Restaurant and Bar



ADDITIONAL INSIGHTS.

BUSINESS STRUCTURE & OWNERSHIP

- **Company (Entity) Name:** Joe Smith Enterprises LLC
- **Entity Type:** Limited Liability Corporation
- **Doing Business As (DBA):** Joe Smith's City Café
- **Owner Name & Title:** Mr. Joe Smith – Managing Member
- **Date Established:** July 2012
- **Reason for Sale:** The owner is pursuing other business ventures and is ready to transition the café to a qualified buyer who can continue its growth and capitalize on the strong foundation in place.

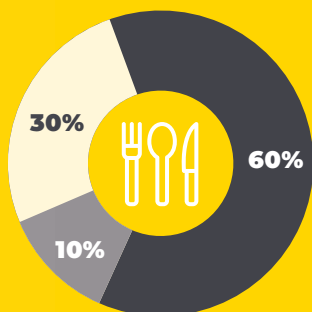
STAFFING & OWNER INVOLVEMENT

- **Staffing:** The business is staffed by a reliable team of seven, including one floor manager, two baristas, two waiters, and two kitchen hands. Most team members have been with the business for over five years.
- **Owner's Role:** The current owner works full-time in a managerial capacity, overseeing staff, administration, and supplier relations.
- **Training & Transition:** A thorough training and handover period will be provided post-sale, ensuring a smooth transition for the new owner and continuity for the team and customer base.

MARKETING & SALES CHANNELS

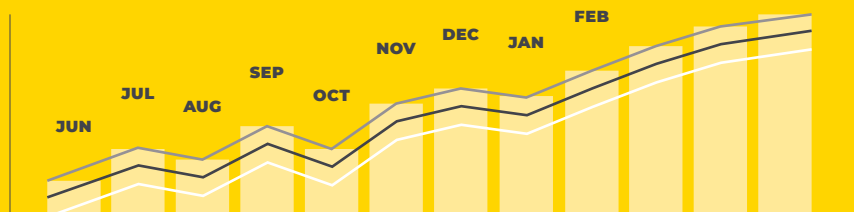
- **Customer Base:** The café enjoys a loyal following of professionals from nearby office buildings, with strong repeat business driven by quality service and consistent offerings.
- **Marketing Strategy:** Minimal marketing is required due to the business's location and reputation. However, it maintains a modern website and active social media presence, which are used to promote seasonal specials and engage local customers.
- **Sales Channels:** All sales are generated in-store through dine-in and takeaway services. There is strong potential to expand into delivery platforms like UberEats or DoorDash to tap into additional revenue streams.

REVENUE BY PRODUCT CATEGORY



- Coffee & Beverages
- Breakfast & Lunch Menu
- Pastries & Snacks

MONTHLY FLUCTUATION (TTM - 2025)



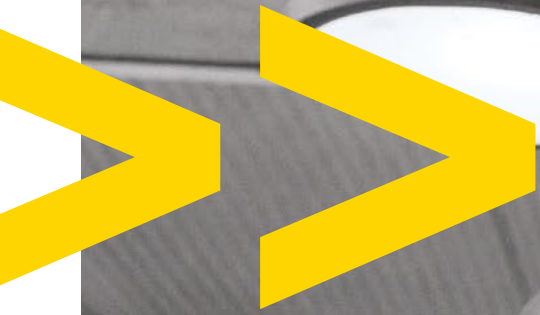
Over the trailing 12 months, Joe Smith's City Café has experienced a marked increase in monthly sales, reflecting steady growth in customer traffic and average spend. Most months have outperformed the last, driven by consistent weekday trade, strong word-of-mouth referrals, and the café's streamlined menu and operational efficiency.



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PHOTO GALLERY.

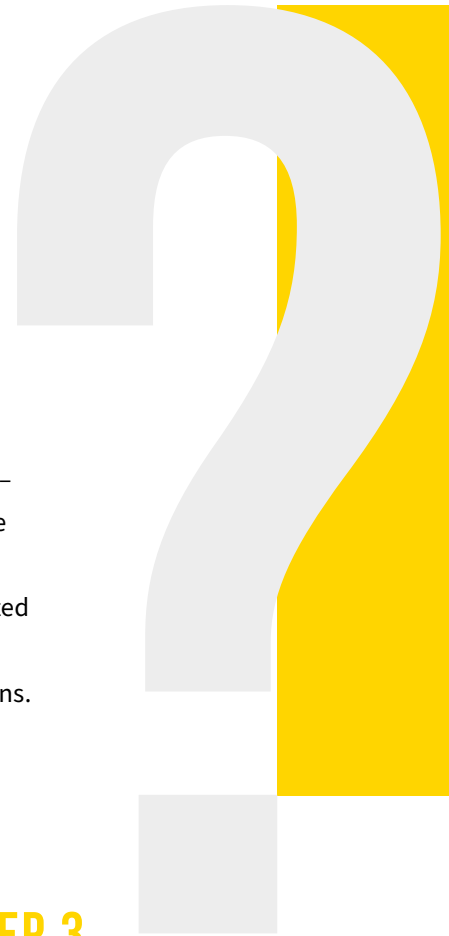




“JOE SMITH’S
CITY CAFÉ IS A
WELL-EQUIPPED
OPERATION,
WITH ALL THE
NECESSARY
RESOURCES
FOR SEAMLESS
OPERATIONS
READILY
AVAILABLE FOR
CONTINUED
SUCCESS.”



WHAT HAPPENS NEXT



If you wish to proceed further with your inquiry, please contact the Business Broker – Mr. John Doe – to schedule a Business Inspection. During this meeting, you will have the opportunity to speak to the Seller/s directly, ask further questions, and see the business for yourself. The importance of the Business Inspection cannot be overstated – while we hope you have found this Profile informative, it is the next step that will truly determine the suitability of the business to your requirements and specifications.

STEP 1

You have just undertaken this Step by reviewing the initial information about the business.

STEP 2

Schedule a business inspection through the Business Broker, giving you the opportunity to analyze it further.

STEP 3

If you are ready to move forward, you can negotiate a conditional offer for the business.

STEP 4

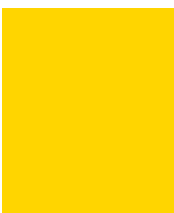
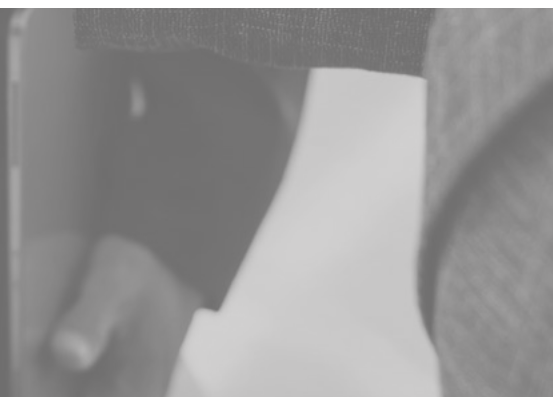
Once the offer is accepted, you will undertake a Due Diligence to verify the accuracy of all relevant business information.

STEP 5

At this point, you will move on to Contracts organised by both parties' attorneys to ensure you are protected in the transaction.

STEP 6

Once both parties sign the contract, you can move on to Settlement and take possession of the business.



BROKER

PROFILE.

John Doe is a Miami native who graduated from Florida International University with a degree in Business Administration and a major in Finance. He has successfully completed all of his Business Brokerage courses through the IBBA (International Business Brokers Association), earning the prestigious qualifications of CBI (Certified Business Intermediary) and CBP (Certified Business Professional).



John joined the team at The Business Brokerage Agency after working closely with a broker who successfully sold his family-owned restaurant. Inspired by the streamlined process and exceptional results, John transitioned into a career in business brokerage. Today, he specializes in the sale and acquisition of businesses valued between \$500,000 and \$2 million, with a particular focus on restaurants, hospitality venues, and quick-service franchises across Miami-Dade County

John is known for his proactive approach, attention to detail, and unwavering commitment to achieving the best results for his clients. With exceptional negotiation skills and a clear, personable communication style, he has earned a reputation as a trusted and accomplished business broker. His expertise and dedication make him the ideal partner for your next business sale or acquisition

For more information or to explore your business opportunities, contact John today. He's ready to help you navigate your next successful transaction in Florida

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CONFIDENTIAL SUMMARY BOOKLET

This Confidential Summary Booklet (CSB) was developed for commercial purposes only as a sample.

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COFFEE SHOP

FOR
SALE