



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Specialist Marine Stove Installation & Maintenance Business for Sale.

Essex but Fully Relocatable.

Asking Price: £100,000

Reference: HR03-ABS | Confidential Memorandum

Trusted by the UK boating community for reliability, professionalism, and transparency since 2017..

Asking Price: £100,000 (on a cash free debt free basis)

Turnover circa £165,000-175,000 p.a. (growing year on year)

Gross Profit in excess of £100,000 p.a.

EXECUTIVE SUMMARY

Founded in 2017, This Business is a long-established, mobile specialist in the installation, servicing, and refurbishment of multifuel stoves on boats throughout the UK. The business has earned an exceptional reputation for reliability, honesty, and professionalism, serving the fast-growing community of liveaboard and leisure boat owners who depend on safe and efficient heating systems.

With turnover approaching £200,000 and approximately 800 appointments each year, the business operates within a strong, resilient niche with minimal competition. Every boat's stove requires stove maintenance, and this Business remains one of the very few mobile operators providing this essential service nationwide.

The company offers a low-overhead, high-trust model ideally suited to a hands-on owner or couple, combining steady, year-round income with peak demand between September and March. With full handover and training included, this opportunity presents a ready-to-run business in a niche market with proven, repeated demand.

It is a rare opportunity to acquire a profitable, lifestyle-friendly marine service business with outstanding reputation and recurring demand.

BUSINESS OVERVIEW

- Business Name: To be released.
- Established: 2017
- Business Model: Mobile service and maintenance specialist
- Location: Essex (relocation throughout the UK)
- Ownership: Sole owner-operator
- Premises: Light industrial workspace unit (annual rent c. £8,000 inc. rates)
- Trading Hours: Monday – Friday, 9am–5pm

This Business was founded to meet a simple but critical need within the boating community: reliable, specialist servicing and installation of boat stoves delivered directly to the customer's mooring or marina. Traditionally, this work was handled by fixed boatyards, requiring owners to move their vessels and incur significant costs.

By offering a mobile, flexible, and transparent service, the business has become the go-to specialist for hundreds of boat owners seeking dependable, on-site heating solutions.

The business has grown organically, relying primarily on reputation, repeat custom, and referrals within specialist boating networks.

PRODUCTS & SERVICES

Core Services	Customer Benefits
Supply & installation of multifuel stoves	Expert mobile fitting service at the customer's location
Servicing, inspections & maintenance	Ensures safe, efficient operation and regulatory compliance
Repairs & refurbishments	Extends product life, improves performance
Chimney, flue & component replacement	Prevents failures, improves safety
Parts sourcing & supply	Quick turnaround, specialist knowledge

Unique Selling Points

- The only known mobile specialist in the UK dedicated to boat stove systems
- Renowned for transparency, communication, and reliability
- Loyal, repeat customer base across multiple marinas and regions
- Low fixed overheads and strong seasonal cashflow
- Reassuringly simple operation — easy to learn, easy to run

“Providing warmth, safety, and comfort to the UK’s boating community since 2017.”

MARKET & CLIENTS

- Client Base: Approximately 800 service appointments per annum
- Customer Type: Liveaboard and leisure boat owners, private mooring clients, and small marina operators
- Geographic Coverage: UK-wide (core focus: South & East England)
- Competition: Minimal – no comparable national mobile specialist identified
- Marketing Channels: Specialist Facebook groups, customer referrals, website enquiries, and small-scale email campaigns

The business occupies a unique market position. In a sector traditionally served by fixed boatyards, Stoves on Boats has redefined convenience by bringing the service directly to the customer. This operational model provides both strategic and financial advantage — minimal overheads, direct client relationships, and strong repeat demand.

Customer loyalty is exceptionally high, supported by a strong reputation within niche boating communities where word-of-mouth remains the dominant marketing force.

“The majority of Everyliveaboard boats has a stove – and every stove need servicing.”

OPERATIONS

- Base Premises: Workshop and storage unit, Essex
- Rent: Approx. £8,000 p.a. (inclusive rates)
- Services: Gas, electricity, water, sewerage, broadband
- Staffing: Owner-operated (no employees currently)
- Systems: Streamlined booking, scheduling, and invoicing systems
- Transfer Support: Full handover and training (2–4 months) offered by current owner

Operational Strengths

- Lean, efficient model with low fixed costs

- Reliable supplier network, no dependency on any single vendor
- Simple logistics — flexible scheduling, direct client contact
- Fully mobile service – minimal downtime, maximum utilisation

Ideal Buyer

- Practical, mechanically minded owner-operator
- Couple seeking a balanced, lifestyle business with year-round cashflow
- Investor wanting a scalable, niche service operation

FINANCIAL SUMMARY: (Full details available under signed NDA)

Financial Highlights

- Impressive year-on-year performance—sales growing year on year
- Excellent gross margins due to low fixed overheads
- Repeat business forms a substantial portion of annual turnover
- Opportunity to scale geographically or through service diversification

GROWTH OPPORTUNITIES

1. Geographic Expansion – Establish mobile units in other marina-dense regions.
2. Product Diversification – Add diesel or pellet stoves, flue accessories, and safety upgrades.
3. Digital Marketing & SEO – Enhance online presence to capture untapped demand.
4. Partnerships – Build referral relationships with boatyards, marinas, and chandlers.
5. Recruitment – Train and deploy additional service engineers to scale operations.

Clear, low-risk growth potential with a loyal customer base and proven cashflow.

REASON FOR SALE

The owner is seeking a change of lifestyle after successful handover. Vendor is committed to providing comprehensive support and training to the buyer for an agreed period, ensuring a seamless transition and client continuity.

KEY STRENGTHS AT A GLANCE

- Established reputation since 2017
- Highly defensible niche – no strong direct competitors
- 800+ annual appointments with repeat clients
- Low overheads, strong seasonal income
- Excellent trust and word-of-mouth recognition
- Ideal owner-operator or couple opportunity
- Full training and handover included

NEXT STEPS

This is a rare opportunity to acquire a well-established, profitable, and respected business in a stable niche with consistent year-round demand.

To receive the full Information Memorandum and financial disclosure, please complete our Non-Disclosure Agreement (NDA).

All enquiries are handled in the strictest confidence,

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Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@abercornbusinesssales.com

abercornbusinesssales.com