



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



**Long Established Pond Landscaping and Water Feature Specialists, Designing,
Constructing, and Maintaining Pond, Lake and Water Features Business for
Sale**

Essex

Asking Price: £75,000

Current Turnover: circa £230,000 per annum.

Current Gross Profits: circa £147,000 per annum.

Pre director drawings Net Profit: circa £125,000 per annum.

Key Selling Points:

- Specialises in tailor-made designs and professional installations
- 16 years' worth of repeat clients.
- Knowledge and Experience.
- Good interpersonal skills.
- The business ranks number 1 on Google for relevant key terms
- Offering comprehensive services.
- Excellent customer service.

Business Profile :

The Business is well-established and focuses on Pond, Lake and Water feature design, landscaping, pond construction and maintenance specialists, serving Essex and London.

Their services encompass landscaping, pond, and lake construction as well as project maintenance.

The Business offers maintenance contracts for monthly and bi-annual maintenance work, with 16 years' worth of repeat business coming in.

The maintenance service which includes pond cleaning, maintenance, dredging, repairs, vegetation management and algae treatments, is fully chargeable.

Location: Situated in Essex, this pond, landscaping and design business is highly regarded and well-established, offering comprehensive services.

Business Premises: The Business operates from a gated, secure 40ft container located on a local farm for £220 a month, this rent also includes a parking area for staff & material storage.

Key opportunities: The successful new owner can take on more projects and create two teams, one team handling the creation of new projects, including swimming ponds which are high end, high value, high profit opportunities. The Business ranks highly on Google for swimming ponds.

The second team could handle the substantial amount of chargeable ongoing maintenance, this team could service the need for pond cleaning, maintenance, dredging, repairs, vegetation, erosion control and algae treatments.

Potential:

The business has the potential for further growth and increased profits. Business is strong and growing with continuous investment in new tools and staff training. The Business continues to take on larger and higher-value projects.

An example of these larger and higher value projects is the latest project, a £130,000 + VAT swimming pond project, which is the largest swimming pond project to date with an excellent profit margin, this project will be starting during the latter half of this year.

Clientele: Projects include residential, commercial and public projects, the business specialises in tailor-made designs and professional installations.

Clients include high end wealthy individuals, property maintenance groups, garden designers, landscapers and builders. The latest projects include a moat which was featured on Grand Designs, Water Features as featured on BBC's DIY SOS and several public parks.

Marketing: By effectively utilising Instagram, the business has not only enhanced its brand recognition but also set the stage for continued growth and engagement in this market.

Website: Significant sums have been invested in developing SEO optimisation for the Company website, leading to a steady increase in new clients.

Customer service: The team and management complete projects as quoted on time and for the price quoted, and are known for their politeness, knowledge, experience and interpersonal skills.

Financials:

For the last two years the director has made use of substantial pension payments and dividends to manage the business cash account.

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Pre director drawings: circa Net Profit £125,000 per annum

Handover: The current owner is willing to provide the successful purchaser with a handover period to facilitate a smooth change of ownership.

Reason for sale: Ready for New Venture.

Next Step: To register interest, you will need to fully complete our Confidentiality Agreement form (NDA).

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Next Steps & Contact

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