



The NYBB Group
Mergers & Acquisitions | Business Valuations | Exit Strategies

Upstate New York Digital Advertising Agency

Listing 1367

ACQUISITION HIGHLIGHTS

- Full-service advertising, design, and marketing agency
- High-end website, digital marketing and print design capabilities
- Host and manage ±75 websites with ongoing revenue generation
- A diverse client portfolio
- Substantial recurring revenue
- Brand-building experts



BUSINESS DESCRIPTION

For over thirty years, this full-service advertising, design, and marketing agency has been grounded in honesty and integrity. It is a well-established marketing firm with a strong reputation for building brands and delivering high-quality websites with customized functionality, digital marketing through SEO/SEM/social media, high-end print design capabilities, as well as creative videography services. The agency works with a wide variety of clients throughout New York State and across the US. A strong combination of creative talent and technical expertise brings perfect balance and teamwork to every project.

This is a unique opportunity and the realized gains by acquiring the company's portfolio and capabilities would not only complement any marketer's services but greatly expand on them. There are many ongoing business opportunities with the existing client base.

The agency has experienced significant growth in recent years, which has led them to pursue a partner to expand services and opportunities through either an exit or earn out. Leadership is very excited about the opportunities a synergistic relationship will bring forth.

FINANCIAL INFORMATION

	2021	2022	2023
Revenue:	\$487,516	\$943,379	\$687,433
Normalized EBITDA:	\$35,069	\$204,249	\$148,492



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NEXT STEPS

1. Scan the QR Code to complete the NDA
<https://thenybbgroup.com/nd>
2. Complete a brief call with Mark Travis
3. Receive a detailed company presentation (CIM)
4. Bid based price

