

# ONLINE BUSINESS FOR SALE - NO REAL ESTATE INCLUDED



Online Horticultural Retailer & Botanic Library - Address Not Disclosed, USA



## OFFERING SUMMARY

<b>SALE PRICE:</b>	Confidential - Market Pricing
<b>REAL ESTATE:</b>	N/A
<b>BUSINESS TYPE:</b>	Online Retailer
<b>MARKET:</b>	Contiguous 48 United States
<b>YEARS IN BUSINESS:</b>	+10

## BUSINESS OVERVIEW

First time on the market! This exclusive online retailing company ships live outdoor plants to home gardeners & landscapers throughout the 48 contiguous states. Horticultural and nursery professionals started this business in 2008. The horticultural line includes: perennials, shrubs, roses, ground covers, trees & more. Also for sale is an extensive digital treasure trove of botanic and horticultural images that can be used by publishers of books and magazines as well as for marketing purposes. All click, no brick...this business is relocatable.

## BUSINESS HIGHLIGHTS

- Created by professional growers and plant breeders for the home garden market
- Proven track record of market positioning and product mix
- Solid customer base
- Seasoned customer service team of gardening professionals
- Advantageous supply chain
- Ten years of Google analytics for data-informed decision-making

**KELLER WILLIAMS GRAND RAPIDS - EAST**  
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**KATHY DEVRIES**  
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## KATHY DEVRIES

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## PROFESSIONAL BACKGROUND

I am a West Michigan native with a background in agribusiness, packaging, and printing. After successfully running a company for over fifteen years, I now focus on bringing value to buyers and sellers of closely held businesses in making a successful transition or finding the right location for optimal growth. I also work with residential clients. My goal is to achieve a great outcome on my clients' behalf. My style is low-pressure and over-the-top service.

I earned a BA from Calvin College and an MBA in Leadership. I reside in the greater Grand Rapids area.

## EDUCATION

BA - Language Arts Calvin College  
MBA - Leadership Northwood University  
CBI- Certified Business Intermediary

## MEMBERSHIPS & AFFILIATIONS

International Business Brokers Association  
Michigan Business Brokers Association  
Grand Rapids Association of Realtors  
Michigan Association of Realtors  
National Association of Realtors

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## PROFESSIONAL BACKGROUND

Jason has a 19 year history in Real Estate. Starting in Business to Business sales as a Corporate Relocation Specialist, he transitioned to residential homes in 2001 with a focus on new construction and condominium sales. From there he obtained his Michigan Builder's license, and started a construction company with a specialty in remodeling and light construction for his homeowner and investor clients. Along the way he obtained Broker's license and became the managing broker and commercial real estate specialist at Blu House Properties in Grand Rapids. Currently, he heads the Commercial Division of the Grand Rapids Market Center

In 2013, he re-joined Keller Williams to focus on growing the Commercial brand, KW Commercial. KW Commercial is a global brand and now a Top 20 National Commercial Real Estate Firm.

Jason is committed to bringing the same award winning customer service to KW Commercial that he has employed throughout his real estate career.

## EDUCATION

Michigan State University- 1993 B.A. Hospitality Business

## MEMBERSHIPS & AFFILIATIONS

Commercial Alliance of Realtors, West Michigan  
Grand Rapids Association of Realtors  
Michigan Realtors  
National Association of Realtors

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