



Seattle's Premier Florist

Magnolia Neighborhood, Seattle, WA • Established 2008

FOR SALE — CONFIDENTIAL

This document is strictly confidential and intended solely for prospective buyers.

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THE OPPORTUNITY

A rare acquisition: a **15+ year established** boutique florist in Seattle's Magnolia neighborhood (est. 2008), under new ownership 5 years with a remarkable turnaround. Explore: acornflorals.com



Award-Winning & Established Brand

BloomNation Best Florist 4 consecutive years (2022–2025). Yelp Top 1% nationally. Established in Magnolia since 2008 — over 15 years of community trust and brand equity.



Perfect Reputation — Verified by Customers

5.0★ across both Google and Yelp. Hundreds of positive Google reviews and positive Yelp reviews with 346 photos. [View Yelp](#) · [View Google Reviews](#)



Custom, High-Quality Website — A True Differentiator

While most florists rely on generic template sites, Acorn Floral invested significantly in a custom-built, brand-forward website — acornflorals.com — that drives online orders and premium brand positioning.



Profitable & Cash Flowing

2025 Annual Cash Flow:

Owner today: **\$70,977**

Buyer (owner-operate): **\$183,209**

Buyer (keep staff): **\$134,579**

VALUATION MODEL | SELLER'S DISCRETIONARY EARNINGS (SDE)

SDE Calculation — Add-Backs to Net Income

Item	2023	2024	2025
Reported Net Income	(\$32,610)	(\$10,147)	\$58,832
+ Owner Guaranteed Payments	\$95,948	\$69,870	\$57,745
+ Salaries & Wages (owner-operate)*	\$42,586	\$56,428	\$48,630
+ Interest Paid (debt not transferred)	\$0	\$19,273	\$18,002
+ In-House Delivery Opportunity†	\$20,624	\$28,045	\$24,413
= Seller's Discretionary Earnings	\$126,548	\$163,469	\$207,622

Weighted SDE $(3 \times 2025 + 2 \times 2024 + 1 \times 2023 \div 6)$: \$179,392

* Salaries & Wages fully reclaimable if owner-operated (e.g. by a couple or small team).

† Delivery currently outsourced to contractors; bringing in-house captures the full fee margin.

ASKING PRICE | 2.0× Weighted SDE

\$358,784

Comparable small retail florist transactions typically trade at 2.0×–3.5× SDE. Although Acorn Floral's premium brand, awards, corporate accounts, and growth runway support the upper range, ownership is motivated and have priced to sell.

STRONG BRAND & ONLINE PRESENCE



5.0★ Google & Yelp

Perfect score on both platforms. Hundreds of positive Google reviews and positive Yelp reviews — top-tier trust signal that transfers with the business.



BloomNation Best Florist

Awarded Best Florist on BloomNation 4 consecutive years: 2022, 2023, 2024, and 2025 — a remarkable run that speaks to consistent excellence.



Yelp Top 1% Nationally

A rare distinction placing Acorn Floral among the top 1% of all businesses on Yelp nationwide, conferring instant credibility with new customers.



Custom High-Quality Website

Unlike the generic template sites most florists rely on, Acorn Floral invested in a custom-built, brand-forward website: acornflorals.com — driving online orders and premium brand positioning.



Organically Grown Social Presence

@acornfloralseattle: 517 curated posts, organically grown — no paid followers. Our audience is predominantly local Seattle customers, meaning posts and ads actually reach our intended market and drive real sales.



Full Brand Identity

Professional logo, branded labels, care tags, custom packaging, and multi-channel sales infrastructure — all ready to transfer to new ownership.

WHAT CUSTOMERS SAY | 5.0★ RATING



"Luciana & the team at Acorn Floral really made my dream bouquet a reality, capturing every detail — the color palette, the inspiration, the shape, the movement."

— Google Review



"This florist is the best I've ever experienced. The arrangement for my daughter was regal and elegant. You won't find more elegant arrangements at this price point."

— Yelp Review



"Acorn Floral created the most beautiful wedding florals. Every arrangement was more stunning than the last. Our guests couldn't stop talking about the flowers."

— Wedding Client

Nextdoor Neighborhood Favorite: 2017 • 2018 • 2019 • 346 photos on Yelp • Active on Google • Yelp • DoorDash • Instagram

REVENUE STREAMS & GROWTH OPPORTUNITY

Current Revenue Streams

Weddings & Events

High-value booked-in-advance custom design — the core premium revenue driver with strong repeat and referral business.

Online Orders

acornflorals.com + DoorDash. DoorDash revenue grew +55% YoY: \$12,439 (2024) → \$19,267 (2025).

Corporate Accounts

Established recurring B2B relationships providing predictable revenue — a strong competitive moat for any new owner.

Walk-in Retail

Loyal Magnolia neighborhood clientele with 15+ years of community presence and strong word-of-mouth referrals.

Untapped Growth Opportunities

► Event Rentals & Flower Walls

High-margin wedding add-on already in development. Minimal incremental cost, significant revenue upside.

► Balloon Bouquets

New product line expanding addressable market to celebrations, gifting, and corporate events.

► Floral Subscriptions

Weekly/monthly recurring delivery for homes & offices — predictable, high-lifetime-value revenue stream.

► Expanded Corporate Outreach

Seattle's corporate floral market is largely untapped. Current accounts validate the demand and model.

► Curated Gift Shop & Add-Ons

Curated gift items (candles, cards, chocolates, botanicals) as online order add-ons — high-margin, zero additional foot traffic required.

WHY BUY NOW?

1 Profitability Proven

2025 marks the inflection — \$58,832 net profit confirms the business model works. Acquire at the beginning of the growth curve, not after it's priced in.

2 Brand & Reputation Can't Be Copied

15+ years in Magnolia, 4 consecutive BloomNation Best Florist awards, and a national Yelp Top 1% ranking. These took years to earn and transfer with the business.

3 Seller Financing Friendly

Clean accrual-basis books, QuickBooks records, and straightforward financials make this deal straightforward for SBA lending or seller financing discussions.

4 Fully Turnkey — Day One Ready

Head designer with 25+ years of experience, professional brand identity, loyal customer base, corporate accounts, and multi-channel infrastructure all transfer.

Interested? Contact us to request a site visit, full financials, or a conversation with the owner.



DEAL AT A GLANCE

Business Type	Boutique Florist — Retail, Weddings & Events, Online
Location	Magnolia Neighborhood, Seattle, WA (Est. 2008 — 15+ years)
Ownership	Current owner 5 years Significant turnaround completed
2025 Revenue	\$340,043
2025 Gross Margin	74%
2025 Net Income	\$58,832
Weighted SDE	\$179,392 (3-yr weighted average)
Asking Price	\$358,784 (2.0× Weighted SDE)
Included in Sale	Goodwill · Brand · Customer List · Equipment · Lease · Social Channels
Debt Transfer	None — clean acquisition