



Confidential Information Memorandum

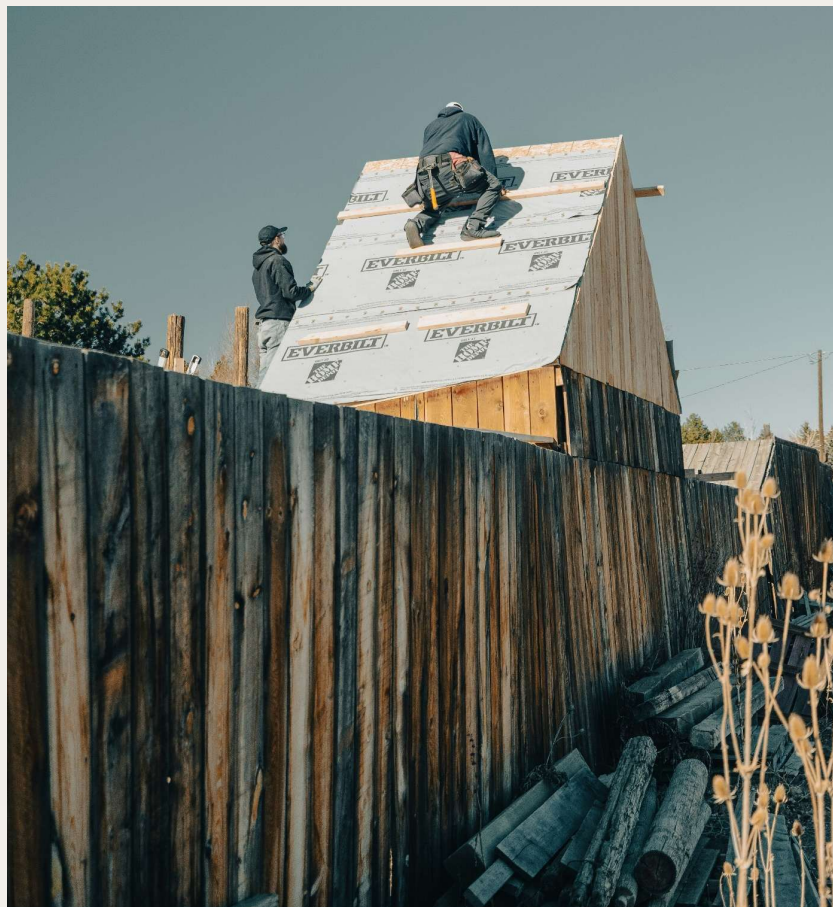
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Scalable Roofing & Exterior Services Business

**RoofCo**

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**Offered At: \$1,250,000**



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# Confidentiality Notice and Disclaimer

All information contained herein has been exclusively provided by the Seller. Legacy Entrepreneurs has not verified the accuracy of the information and will not assert any claims regarding the financial viability of the Business. The Buyer is solely responsible for verifying the accuracy of any information provided regarding the Business and shall hold harmless Legacy Entrepreneurs, its owners, employees, advisors, and agents for any inaccuracies in such information. The Buyer is highly encouraged to seek the expertise of an independent due diligence expert.

All information contained herein is highly confidential. Please adhere to all the terms of the confidentiality agreement. Do not disclose this confidential information to any third party and do not approach anyone associated with the business including, but not limited to, employees, customers, owners, vendors, contractors.

# Investment Highlights

*At-a-glance financial and operational metrics*

**\$3.4M**

Annual Revenue

**\$685K**

Annual SDE

**20%**

SDE Margin

**9**

Years in Business

**11**

Employees & 1099 Crews

**420**

Jobs / Year

**68%**

Insurance / Storm Work

**4.8**

Avg Google Rating

**18**

Counties Served

# Business and Transaction Snapshot

<b>BUSINESS NAME</b>	RoofCo
<b>OFFERED AT</b>	\$1,250,000
<b>LOCATION</b>	Middle Tennessee
<b>ADDRESS</b>	445 Industrial Park Way, Murfreesboro TN 37129
<b>FACILITIES</b>	4,200 sq ft office + fenced storage yard; assignable lease
<b>ANNUAL REVENUE</b>	\$3,402,500
<b>ANNUAL SDE</b>	\$685,000
<b>TOTAL FFE</b>	\$185,000
<b>TOTAL VEHICLES</b>	7 (3 trucks, 3 dump trailers, 1 chase vehicle)
<b>REASON FOR SALE</b>	Owner pursuing real estate development

This is a “cash free, debt free” asset sale. Liquid assets, accounts receivable, accounts payable, and other liabilities are not being transferred and are not included in the sales price.

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# The Business

## Business Overview

RoofCo is a high-volume residential and light commercial roofing and exterior services contractor serving 18 counties across Middle Tennessee. The company runs three crews (one in-house, two long-tenured 1099 sub crews) and completes ~420 jobs per year averaging \$8,100 per ticket. Approximately 68% of revenue is insurance-driven storm and hail restoration; the balance is retail residential reroofs, gutter and siding work, and select commercial flat-roof projects. The business has built a strong reputation, a 4.8-star Google rating across 290+ reviews, and durable referral relationships with three regional property-management firms and four insurance adjusters.

## Strengths

Recurring storm and insurance pipeline supplied through long-standing adjuster relationships and a top-50 ranking in three local 'best roofer' lists. Repeatable sales process — branded trucks, door-hanger drops after storms, and a structured estimating workflow allow the owner and one sales lead to close ~70% of qualified roof inspections. Tenured sub crews — both 1099 crews have worked with the company for 5+ years and have indicated interest in continuing. Owner has stepped back from day-to-day production; an Operations Manager and a Project Manager handle scheduling, materials, and crew coordination.

## Opportunities

Commercial expansion. The business is intentionally weighted toward residential. A focused commercial flat-roof sales effort would diversify revenue and improve margin on larger tickets. Service add-ons. Gutters, siding, and window replacement are currently offered reactively; a dedicated exterior-services salesperson could meaningfully expand attach-rate per project. Geographic. The company already serves 18 counties; opening a Knoxville satellite (currently a long drive for storm work) would unlock a second large metro without major fixed-cost growth.

# A Note from the Owner

## *Why I'm Selling*

*RoofCo was the third business I started after leaving the Marine Corps. I built it on the idea that a small contractor could run like a real company — uniforms, branded trucks, a real CRM, real warranties — and that customers and adjusters would notice. They did, and we grew from one truck and my brother on the crew to three crews and \$3.4M in revenue.*

*I'm selling because my next chapter is real-estate development. I've been buying small commercial properties in Rutherford County for the last three years and the time has come to do that full-time.*

*The right buyer for this business is somebody who wants to step into a fully-built operation with a respected name in our market — and either run it as a great cash-flowing business or use it as a platform to roll up adjacent service categories. I'll stay on for transition for as long as it makes sense.*

**— Rodney Roof, Founder & Current Owner**

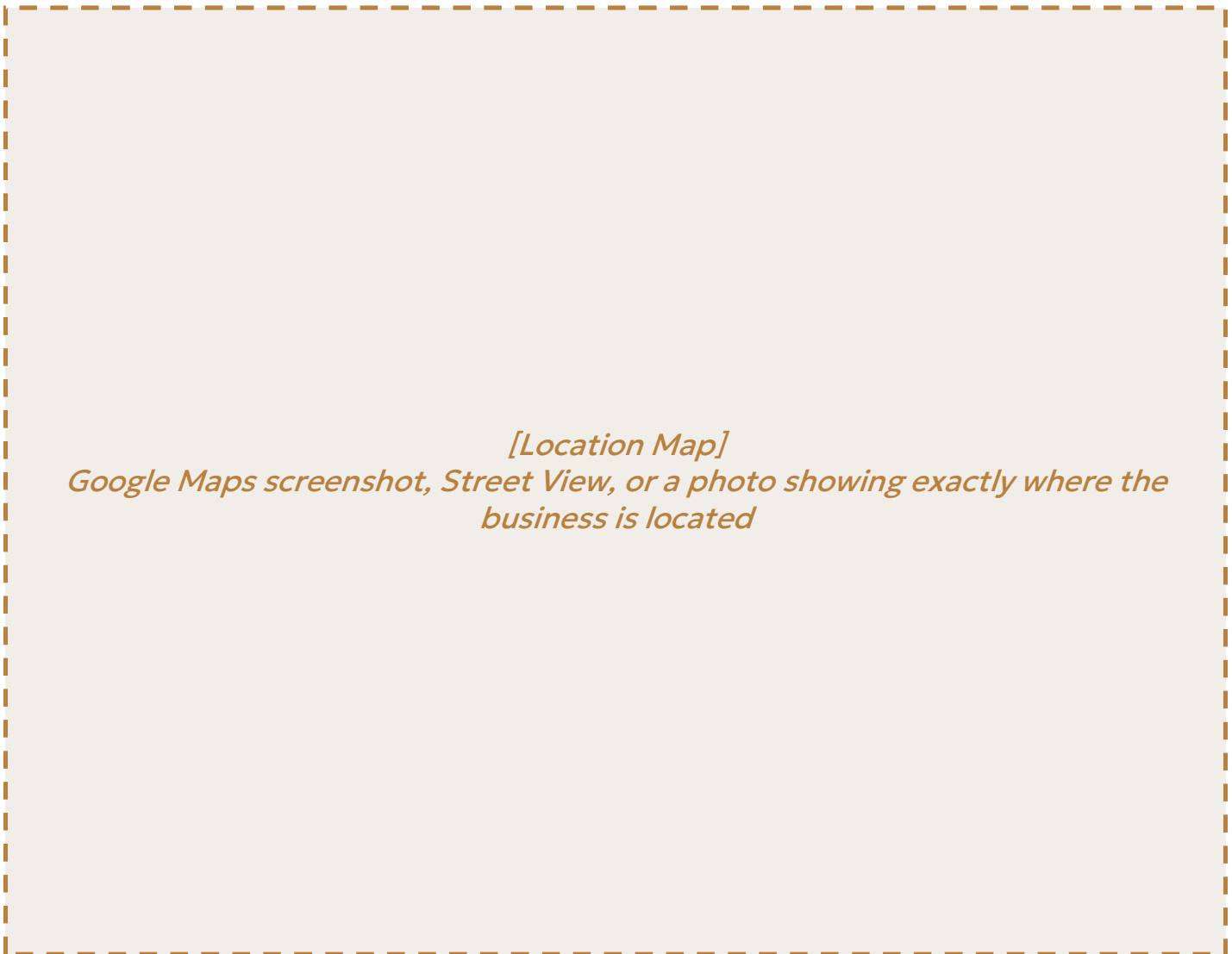
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## Operations

## Facility

<b>FACILITY OVERVIEW</b>	4,200 sq ft office, materials staging area, and fenced storage yard for vehicles and dump trailers. Murfreesboro location places crews within 60 minutes of every major Middle TN storm zone.
<b>LEASE PAYMENT</b>	\$3,800 / month modified gross
<b>LEASE END DATE</b>	December 2027 (assignable, with 5-year renewal option)



## Current Owner Responsibilities

HOURS PER WEEK	25
OWNER RESPONSIBILITIES	High-value customer & adjuster relationships, final pricing on commercial projects, marketing budget, and weekly leadership meeting. Operations Manager and Project Manager handle day-to-day execution.

## Key Management and Employees

ROLE	DESCRIPTION	EMPLOYEE TYPE	POST SALE RETENTION
Operations Manager	Job scheduling, materials, crew coordination	W2	High
Project Manager	Owner-client comms, change orders, completion sign-offs	W2	High
Sales Lead	Roof inspections, estimates, insurance claim support	W2	Moderate
Office Manager	AR/AP, payroll, scheduling, calls	W2	High
In-house Crew (4 FTE)	Production roofing, gutter, siding	W2	High
Sub Crew A (3)	Long-tenured tear-off & install crew	1099	High
Sub Crew B (3)	Long-tenured tear-off & install crew	1099	High

# Vehicles & Equipment

YEAR	MAKE & MODEL	TYPE	VALUE
2023	RAM 1500 Crew	Branded sales truck	\$48,000
2022	Ford F-250 Super	Production crew truck	\$42,000
2021	Ford F-250 Super	Production crew truck	\$35,000
2024	PJ 14ft Dump	Dump trailer (tear-off)	\$14,000
2023	PJ 14ft Dump	Dump trailer (tear-off)	\$12,500
2022	PJ 12ft Dump	Dump trailer (tear-off)	\$10,500
2023	Ford Bronco Sport	Owner / sales chase vehicle	\$28,000
—	Roof ladders, harnesses, nailers	Field tools (lot)	\$22,000
—	Material conveyor + pallet jack	Yard equipment	\$8,000
—	Office, IT, CRM, branded signage	Office assets	\$12,000

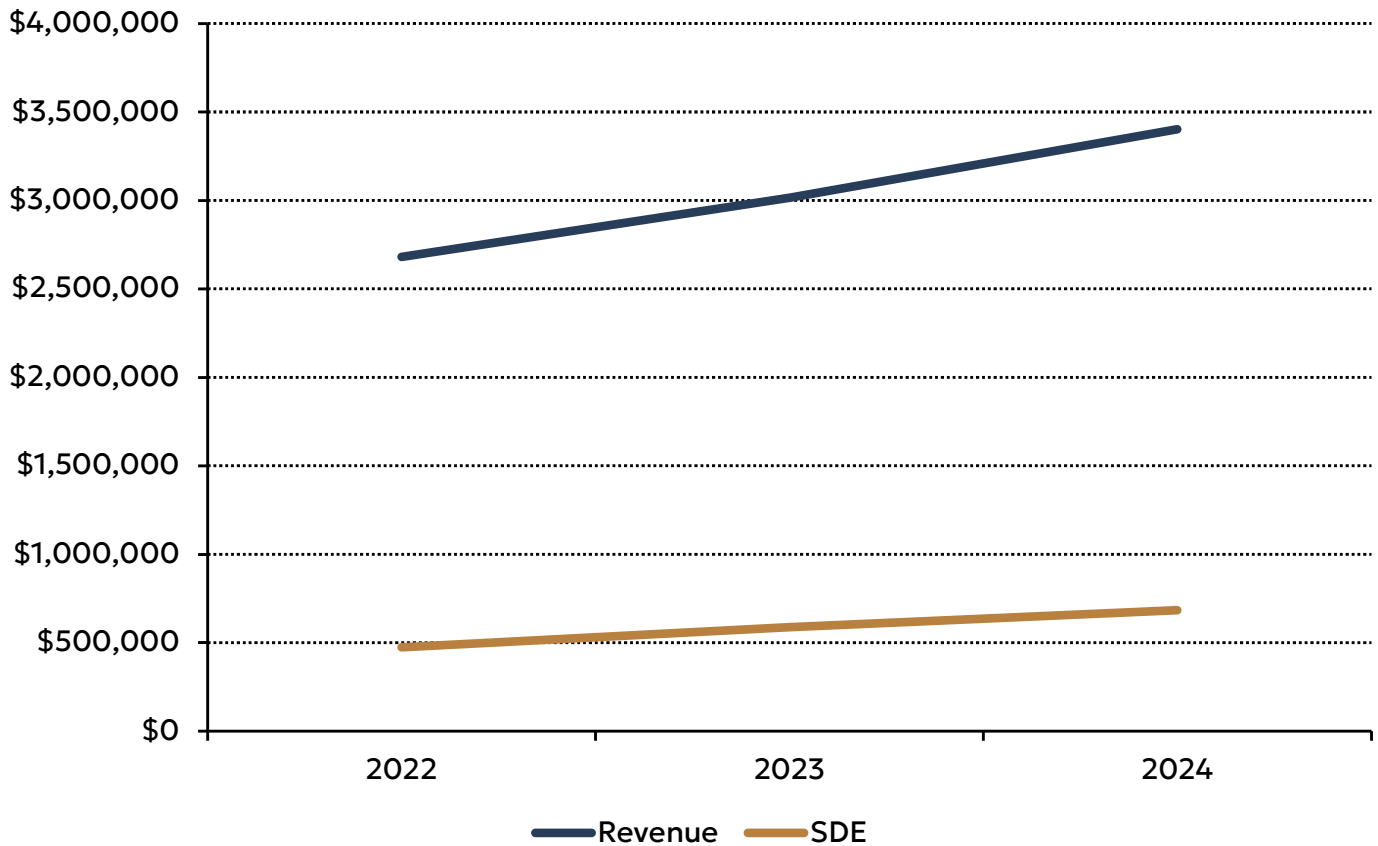
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# Financials

# Financial Trends

*Revenue and EBITDA / SDE history*



## Growth Narrative

Revenue grew at a 12.6% CAGR from 2022 to 2024, driven by two strong Middle Tennessee storm seasons and the addition of a second 1099 sub crew in mid-2023. SDE margin improved from 17.7% to 20.1% as the owner exited daily production and the Operations Manager took ownership of materials and scheduling.

# Financials

	2024	2023	2022
<b>GROSS REVENUE</b>	\$3,402,500	\$3,015,000	\$2,680,000
<b>COST &amp; EXPENSES</b>	\$2,717,500	\$2,427,000	\$2,205,000
<b>SELLER DISCRETIONARY EARNINGS</b>	<b>\$685,000</b>	<b>\$588,000</b>	<b>\$475,000</b>

- Financial Notes:
- Add-backs to derive SDE include:
- Owner Compensation — owner draws a \$120k salary in addition to distributions; full owner compensation is normalized.
  - Vehicle & Fuel — owner's chase vehicle and personal fuel.
  - One-Time Legal — formation of a separate real-estate LLC in 2023.
  - Travel & Meals — non-operational.
  - Depreciation — non-cash add-back.
  - Owner Health Insurance — family coverage.

Disclaimer: All data on this business is provided by the Seller for information purposes only, and no representations are made by Broker as to the accuracy of same. Broker has made no independent verification of the data contained herein. Buyer is advised to perform its own due diligence and seek the advice of professionals prior to purchasing the Business.

# Adjusted Income Statement 2024

	STATEMENT	ADJUSTMENT	REVISED	NOTES
<b>Income</b>				
Residential Roofing	1,985,000		1,985,000	
Insurance / Storm Work	1,142,000		1,142,000	
Gutters, Siding, Misc.	275,500		275,500	
<b>Total Income</b>	<b>\$3,402,500</b>		<b>\$3,402,500</b>	
<b>Expenses</b>				
Materials	1,180,000		1,180,000	
Subcontractor Labor (1099)	612,000		612,000	
In-house Wages & Payroll	385,000		385,000	
Vehicle Fuel & Maintenance	92,000	(8,000)	84,000	Owner chase vehicle personal fuel
Owner Compensation	120,000	(120,000)	0	SDE normalization
Insurance (GL + WC)	78,000		78,000	
Owner Family Health Ins.	19,800	(19,800)	0	Owner benefit add-back
Rent & Utilities	53,000		53,000	
Marketing & Lead Gen	84,500		84,500	
Office, IT, CRM	32,400		32,400	
Professional Fees	21,000	(6,500)	14,500	One-time RE LLC formation
Travel & Meals	12,800	(7,200)	5,600	Non-operational portion
Depreciation & Amortization	47,000	(47,000)	0	Non-cash, normalized
<b>Total Expenses</b>	<b>\$2,717,500</b>	<b>(208,500)</b>	<b>\$2,529,000</b>	
<b>Net Income</b>	<b>\$685,000</b>		<b>\$873,500</b>	

# The Buying Process

## Interest

- Complete NDA
- Review Confidential Information Memorandum
- Buyer Submits LOI
- Seller Accepts LOI

## Diligence

- Escrow established
- Meet with Seller
- Complete Due Diligence

## Closing

- Finalize Financing and Lease
- Fund and Close

## About the Broker



### Joseph Steigman

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Nashville's Small Business Advisor, Joe brings years of experience in small business acquisitions and consulting. With a background that spans small business ownership, corporate consulting, and military service, he excels at uniting diverse stakeholders to facilitate high-quality transactions for both buyers and sellers.

Joe has owned and operated his own logistics business and currently serves as the Advisory Board Chair for a growing small business in the Pacific Northwest.

Before embarking on his business career, Joe served as a logistics officer in the U.S. Army, including 25 months of overseas deployment.

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## Photos

# Photos

