



Owner-operators acquiring one consumer-products brand — to run, not to flip.

Daniel & Jessica Huddleston
info@coastalridgeventures.com
(949) 431-6773 · Newport Coast, CA
coastalridgeventures.com

For nine years we built and ran a bootstrapped consumer-products brand across Amazon FBA, Etsy and direct-to-consumer, shipping to 26 countries — Jessica owning the P&L and every function behind it, from supplier sourcing and inventory to fulfillment and support. Today she leads post-acquisition operational integration at a public software company; Daniel directs business insights against \$400M+ in annual revenue. We are buying one business to run ourselves, permanently, with Jessica operating it full time from day one. Our SBA lender is engaged, and every deal is pre-tested against their criteria before we ask you for anything.

THE SAME PROBLEMS YOU'VE HAD

Inventory and cash

Sourcing lead times and reorder calls with cash tied up on the water.

Platform dependency

Policy changes, listing problems and ad costs that move without warning.

Customers and reputation

Support queues and reviews, where one bad stretch follows you for years.

WHY SELLERS AND BROKERS CHOOSE US

	MOST BUYERS IN YOUR INBOX	COASTAL RIDGE
Who you deal with	Associates, then a committee	The two owners. Every call, every decision.
Track record	Have studied businesses like this	Ran one for nine years — full P&L, Amazon, Etsy, DTC
Hold period	Three to seven years, then resold	Permanent. This is the job, not the portfolio.
Financing	"We'll arrange it"	SBA lender engaged; equity documented and seasoned
After close	Cost-out, brand consolidation	Same name, same team, same product

WHAT WE LOOK FOR

- **Proprietary branded product** with IP we own outright — trademarks, formulations, molds or tooling. Not a reseller or distributor of someone else's brand.
- **Customers who come back.** Consumable, replenishable or subscription-driven, with real repeat purchase behavior.
- **A business that runs without its owner** — documented processes, a tenured team or contractors, no founder-identity dependency.
- **Durable, structural margins** — earned by positioning, not by promotion.
- **Demand that isn't rented** — organic, repeat and referral traffic doing meaningful work alongside paid.
- **Clean, boring financials** and an operating history long enough to have survived something.

THE SHAPE OF A DEAL

All-in — business, inventory, working capital	Up to \$2.5M
TTM revenue	\$2M+
Documented SDE	\$500K+, scaling with price
SDE margin	25%+
Operating history	5+ years
Geography	United States
Channels	Amazon, DTC, wholesale, B2B
Structure	Asset purchase, SBA 7(a)
Seller note	10–15%, on every deal
Seller transition	60–90 days, paid

We underwrite SDE we can tie to the tax returns. Add-backs we can't document don't count toward the number, and we deduct a market salary for the role we're stepping into — that is how our lender sizes the loan, so it is how we price. Send the add-back schedule alongside the teaser and you get a straight answer in days rather than weeks, including a fast no.

HOW WE WORK

48 hrs

Go / no-go on a teaser or listing

24 hrs

Signed NDA returned

5–7 days

CIM reviewed; all questions in one request

2 weeks

LOI submitted after CIM receipt

75–105 days

Close from executed LOI, SBA-financed

PLEASE SEND

- Teaser or anonymized summary
- Revenue and SDE — TTM plus two prior years
- The add-back schedule, and reported net income if you have it
- Primary channels and product category
- Current inventory at landed cost
- Asking price or multiple guidance

OUR COMMITMENT TO BROKERS

- Full commission honored
- Direct access to the principals — no intermediaries
- Organized, consolidated diligence requests
- No re-trading absent material findings
- Respectful seller contact and strict confidentiality

Not a fit, regardless of financials: hemp, CBD and cannabis-adjacent · smoking and vape products · alcohol and brewing · finished jewelry · finished apparel and footwear · video-game items and gaming-lifestyle brands · SaaS, dropshipping, service businesses and contract manufacturing. Note: the jewelry and apparel exclusions cover finished goods sold to consumers — suppliers, components and tooling into those categories are in scope.