

# Popular Coffee Shop

## Harrisburg, PA

**Gross Revenue: \$1,024,521**  
**SDE/Cash Flow: \$210,231**  
**Price: \$900,000**

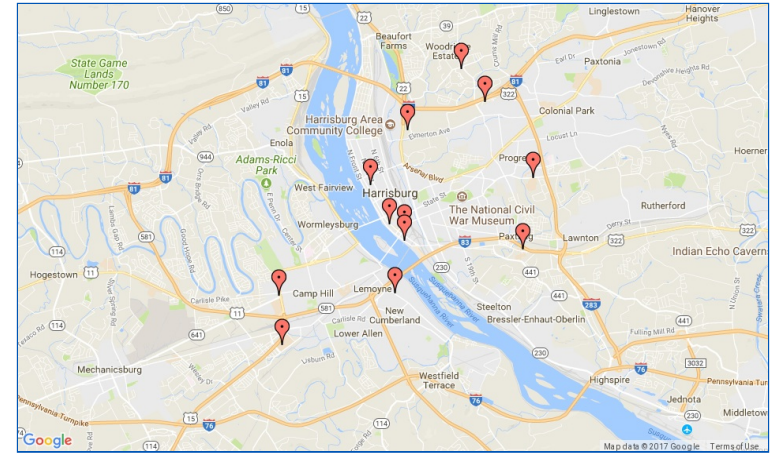
***This downtown fixture is the go-to shop for downtown professionals and surrounding neighbors alike. Loyal clientele!***

## Market Area: 5 Mile Radius from Centerpoint

### June 2017 Analysis

#### Key Industry Market Demographics

- 12 Competitor Operations
- Gross Industry Market Sales: \$10,400,730
- Small Business % of Total Market: 45.78%
- Average Industry Market Sales: \$866,728
- Average Industry Market Small Business Sales: \$793,630
- Industry Market Median Sales: \$845,843
- Industry Market Sales per Employee: \$62,655
- Sales per Person: \$54
- Sales per Person Index (Market:US): 0.89
- Sales per Household: \$118
- Sales per Household Index (Market:US): 0.81



#### Seller's Competitive Industry Position

- Market Sales Rank: 4 of 12
- Average Market Sales Variance: 18.21% above market
- Average Market Small Business Sales Variance: 29.09% above market
- Median Market Sales Variance: 21.12% above market
- 2016 Industry Peer Group SDE Percentage: 10.01 percentage points above
- 2016 Industry Peer Group SDE Value: \$57,759 dollars higher
- 2016 Industry SDE Percentage: 10.22 percentage points above
- Market Sales per Employee Index: +36.3%
- Market Efficiency Index (SPE/Average Wage): +16.1%

#### Key Population Demographics

- Population: 191,431
- Households: 88,131
- Median Age: 39
- Millennials (20-34): 20.72%
- Gen Xers (35-54): 26.69%
- Boomers (55-74): 20.96%
- Labor Force: 64.10%
- Unemployed: 5.19%
- Work at Home: 1.65%
- Per Capita Income: \$27,155
- Median Household Income: \$44,954
- Average Household Income: \$55,373
- % Households >\$100,000: 18.34%
- Median Housing Value: \$150,071
- Median Rent: \$845/month
- High School Degree & Higher: 89.1%
- Associates Degree: 8.1%
- Bachelor's Degree & Higher: 28.8%



**For more information:**  
Excel Business Brokers  
Listing ID: 42-5326  
John Broker  
717-222-3333 c: 717-444-5555  
[jbroker@excelbrokers.com](mailto:jbroker@excelbrokers.com)

# Legend Definitions

## Key Industry Market Demographics

- **Competitor Operations:** The number of business establishments operating in the selected industry segment and market area.
- **Gross Industry Market Sales:** The aggregate revenue of the competitor operations in the selected industry segment and market area.
- **Small Business % of Total Market:** The share of the local industry market held by operations with fewer than 25 employees.
- **Sales per Person Index/Sales per Household Index:** This index compares market area Sales per Person and Sales per Household for this industry to national levels. >1.00 is higher in the market area.
- **Sales per Household Index:** This index compares market area Sales per Household for this industry to national levels. >1.00 is higher in the market area.

## Seller's Competitive Industry Position

- **Market Sales Rank:** This is the sales volume rank of the listing compared to all industry market competitor operations.
- **Average Market Sales Variance:** The difference between the listing's annual sales and the average industry market competitor's sales, expressed as a percentage. Higher is better.
- **Average Market Small Business Sales Variance:** The difference between the listing's annual sales and the average industry small business market competitor's sales, expressed as a percentage. Higher is better.
- **Median Market Sales Variance:** The difference between the listing's annual sales and the median industry market sales, expressed as a percentage. The median is the point at which half of competitor are above and half below. The difference here is expressed as a percentage. Higher is better.
- **2016 Industry Peer Group SDE Percentage:** Displays the percentage point difference in Seller Discretionary Earnings between the industry sales class peer group percentage and the listing. SDE include owner compensation, amortization and other non-cash items as a percent of Revenue. Higher is better.
- **2016 Industry Peer Group SDE Value:** Compares the industry Seller Discretionary Earnings dollar value to the listing. Higher is better.
- **2016 Industry SDE Percentage:** Compares the industry (not sales peer group) average Seller Discretionary Earnings percentage to the listing. Higher is better.
- **Market Sales per Employee Index:** Compares the industry market average sales per employee productivity ratio to the listing. Expressed as a percentage above or below the industry. Higher is better.
- **Market Efficiency Index:** Compares the industry market average Efficiency Index productivity ratio (Sales per Employee/Avg. Annual Wage) to the listing. Expressed as a percentage above or below the industry. Higher is better.

## Key Population Demographics:

The population demographics are taken directly from the Census Bureau's American Community Service data. Snapshot content is divided into 6 color-coded categories: Population; Age; Employment; Income; Housing; and Education. Most labels are self-explanatory.

The ACS data correlates directly to US-State-Metro-County and zip code market areas. Radius-based markets apply data from co-joined zip codes (those that touch the radius area).

Note the difference between Average and Median values. Average sums all values and divides by the count (for example sums all Household Incomes and divides by the number of Households). Median values find the middle point of income at which there is the same number of Households above and below that point (the Median).