

Route 803158, LAKE GENEVA, WI and WALWORTH, WI- [Inquire Now](#)

Major Zip Codes Serviced: 53147, 53184, 53181



S-L Distribution Company, LLC ("S-L") has a company owned distribution route for sale **74651**! Currently generating an estimated **408616** in yearly gross sales and earns an estimated gross margin of \$ **363688** per year. Distributorship and territory are purchased through S-L. S-L currently distributes it's well-known brand of Snyder's of Hanover® Pretzels, Lance® Sandwich Crackers, Stella D'oro®, Kruncher's®, Archway® Cookies, Cape Cod® Chips, Grande®, Eat Smart®, and more. Not all brands are available in all markets. Invest now while these are still cheap! Territory for this route includes the **LAKE GENEVA, WI** and **WALWORTH, WI** area along with neighboring communities. Major Zip Code Areas are **53147, 53184, 53181**. Plenty of room for growth and expansion! Note: Please reference the "requirements to purchase" below.

NOTE: Sale Price listed is valid through 8/5/2017. Please confirm pricing with local Zone Manager.

What are the requirements to purchase this route?

This is a company owned route, distributorship and territory are purchased through S-L. (1) A representative of Buyer must meet with the zone manager prior to purchase to discuss Buyer's business experience. (2) Buyer or Buyer's employees must have previous route sales experience or recent retail experience in a DSD industry. (3) Buyer will be required to secure business entity

documentation, for example: Articles of Incorporation, EIN, Business Insurance, etc.

Frequently Asked Questions:

Price:	\$ 74651
Est Weekly Gross \$	\$ 7858
Est. Annual Gross \$	\$ 408616
Financing	Yes
Price Valid through	8/5/2017

Describe an average day for an IBO.

Your company will be responsible for meeting the demands and requirements of its customers. It is up to your company how it meets that objective. Your company will purchase products from S-L and deliver them to existing accounts within the Territory. The Accounts may include grocery stores and cash accounts. Your Company's responsibilities will include the following: (i) to develop the full sales potential of the Territory; (ii) to sell products to accounts within the Territory in accordance with this Agreement; (iii) to sell and promote the Products to achieve the best results possible; (iv) to provide service to Distributors' customers in accordance with good industry practice and as requested by its customers; (v) to maintain the established reputation

and good will of the Products in the marketplace; and (vi) to meet the needs, policies, procedures and requirements of its customers and provide and sell to its customers all the Products ordered or requested by its customers. It is up to your Company to determine its day to day operations in order to meet its responsibilities.

What is the route's sales average?

Currently this route's gross average weekly sales are \$ **7858** or \$ **408616** per year. Documentation will be provided. Please note S-L has restructured the route territories. The accounts on this route have been established for many years and sales trends are tracked by the company.

How do I get paid?

As an independent distributor, your company receives a profit margin on products purchased and sold. Profit margins vary depending on the items sold but are generally between 18% and 21%. The margin is earned on the net sales ticket. This is equal to the gross sales ticket less any off-invoice promotions. As an example and based on an estimated national average of 18% margin with average net weekly sales of \$ **6994**, the estimated weekly earnings on this route would be \$ **1329** per week. **The net sales amount is less than the gross sales amount due to the off-invoice promotions. Margins and product mix will fluctuate by sales market and by route. Actual margins may vary from this example. To get the accurate margins for this route you should discuss with the local Zone Manager for this sales area.**

What is the route's earning potential?

The amount of profits your company realizes depends on your company's ability to effectively manage the business. Many variables will affect the success or failure of your business. Currently, \$ **6994** per week is the routes weekly gross average, or annual gross of per year! Route values can also be increased by new stores opening, new product lines being added and simple inflation. Company acknowledges plenty of growth opportunity for new accounts in this territory.

Can I finance the purchase of my route?

If your company would like to finance the purchase of the Territory it may do so through any financing entity it may choose. S-L has a relationship with three independent lenders to assist with the financing to qualified Distributors for the purchase of a route with S-L. S-L will coordinate this process between the Distributor and the proposed Lender. Lender has agreed to finance up to 100% of the purchase price for the distribution rights to a determined route, subject to the review of the application and approval of S-L. Additional specific information regarding financing will be provided. There is no requirement that your company finance the route purchase through and of the independent Lenders

What are my expenses and overhead?

Each distributor's expenses will vary and will include, but are not limited to: route payment (if your company elects to finance), fuel, stale or damaged product, computer, insurance for your vehicle, and liability insurance for your business.

What is the Gross vs the Net income?

The Net Income will be the Gross Income for the route (estimated at \$ **363688** per year) minus your variable operating expenses.

Do I need a specific type of vehicle?

S-L will not provide a vehicle. Your Company is responsible for providing its own vehicle. Common delivery vehicles used for this type of business are step vans, box trucks or trailers, but your company is free to use whatever type of vehicle it deems best fits the business needs.

How does the selling price of the route get determined?

All route sales are calculated by a ratio based on a weekly sales average. The selling price of this route is \$ **74651** based on a 52 week gross sales average of \$ **7858**; based on the sales average, the ratio, or multiple, for this route is 9.5:1

Do I have to pay for inventory or purchase product up front?

Yes. Your company will have to purchase product up front. However, the purchase of product is in accordance with credit terms and the settlement process. Your company does not make an initial out of pocket payment for inventory. Rather, your company will be expected to settle its account with S-L on a weekly basis.

Do I have to sign a contract?

Yes, as an independent distributor your company will sign a Distributor Agreement. The Distributor Agreement (DA) defines the specific terms of your company's business relationship with S-L.

Why is the company selling?

S-L has restructured route territories in the area and the company has created a new route based on growth of other routes in the area.

How many accounts are on the route?

The amount of stops will be discussed and disclosed in the formal interview with the zone manager for purchase approval.

How many days a week, and what hours do distributors work?

As an independent distributor, it is up to your company to determine what days and hours its employees will work. Most distributors work 5 days a week, usually taking Wednesday's and Sunday's off. Service hours for most accounts range from 5am-1pm. It is up to your company to determine how best to meet the service frequency needed by your customers and meet the policies and procedures of your customers.

Will I receive vacation time?

As an independent distributor/business owner it is up to you how you operate your business. S-L may be able to provide coverage for your route if S-L has personnel available. S-L will charge a fee for this service. In the alternative, your company can hire whatever employees it needs to conduct its business. It is up to you and your company to determine vacation schedules.

What else should I know?

In 2010, S-L merged making them the second largest salty snack producer in the country! The company continues to grow its business through promotional spending, marketing in all media, gaining distribution in new accounts and developing new product lines. If your company is willing to work hard, there are plenty of growth and expansion opportunities! Salty Snack routes are in demand and this one won't last long at \$ **74651** !
Contact Us About This Route Here!

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