

Business Valuation Report

Coin-Operated Laundry & Dry Cleaning Services

New York, NY | February 2026

Executive Summary

Based on our comprehensive analysis of financial performance, market conditions, and industry benchmarks, we have determined the fair market value of this established laundromat business.

ESTIMATED FAIR MARKET VALUE

\$353,793

Valuation Range: \$336,000 – \$371,000

\$306,000

ANNUAL REVENUE

\$76,985

SELLER'S
DISCRETIONARY
EARNINGS

25.2%

SDE MARGIN

4.60x

CASH FLOW MULTIPLE



Business Overview



Location

New York, NY Metropolitan Area



Year Established

2010 (16 years in operation)



Equipment

26 Washers, 24 Dryers



Business Type

Coin-Operated Laundry

Business Description

This well-established laundromat has been serving the local community since 2010, building a loyal customer base and steady cash flow. The business operates with a total of 50 machines (26 washers and 24 dryers), providing self-service laundry solutions to residents in a densely populated urban area. The New York location offers significant advantages including high foot traffic, limited competition, and a large population of renters who rely on laundromat services.



Market Analysis

1.78x

Industry Revenue Multiple

40.1%

Typical Profit Margin

\$7.2B

US Market Size (2025)

Comparable Sales Analysis

The following comparable sales data reflects recent transactions of similar laundromat businesses in urban markets:

Business	Location	Revenue	SDE	Multiple	Sale Price
City Wash Center	Brooklyn, NY	\$325,000	\$78,500	4.55x	\$357,000
Metro Laundry	Queens, NY	\$290,000	\$72,000	4.65x	\$335,000
Spin & Clean	Bronx, NY	\$340,000	\$85,000	4.50x	\$382,000
Subject Business	New York, NY	\$306,000	\$76,985	4.60x	\$353,793

Note: Comparable sales data sourced from BizBuySell, Business Broker Network, and industry transaction databases. Actual sale prices may include inventory, real estate, or other adjustments.



Strengths & Risk Factors

✓ Key Strengths

- ✓ **16-Year Track Record** — Established customer base and proven business model
- ✓ **Prime Location** — High-density urban market with consistent demand
- ✓ **Recurring Revenue** — Essential service with steady cash flow
- ✓ **Scalable Operations** — 50 machines provide capacity for growth
- ✓ **Recession-Resistant** — Laundromats perform well across economic cycles
- ✓ **Low Labor Costs** — Coin-operated model minimizes staffing requirements

⚠ Risk Factors

- ⚠ **Equipment Maintenance** — Aging machines may require capital investment
- ⚠ **Competition** — New laundromats or wash-and-fold services
- ⚠ **Lease Terms** — Commercial rent increases in NYC market
- ⚠ **Utility Costs** — Water and electricity price volatility
- ⚠ **Technology Disruption** — App-based laundry services emerging
- ⚠ **Economic Sensitivity** — Local population changes affect volume



Valuation Methodology

Market Approach — Multiple of Earnings Method

This valuation employs the Market Approach, specifically the Multiple of Discretionary Earnings method. This is the industry-standard approach for valuing small businesses like laundromats, as it reflects what buyers are actually paying for similar businesses in the current market.

Seller's Discretionary Earnings (SDE) represents the total financial benefit to a single owner, including net income, owner salary, depreciation, interest, and discretionary expenses. This metric provides the true economic picture of the business.

Calculation Summary

Reported Net Income	\$45,000
Owner's Salary/Draw	+\$25,000
Depreciation & Amortization	+\$5,500
Interest Expense	+\$1,485
Seller's Discretionary Earnings (SDE)	\$76,985
Industry Multiple Applied	× 4.60
Estimated Fair Market Value	\$353,793

Multiple Justification

The 4.60x SDE multiple applied reflects the business's strong market position, established track record, and favorable location characteristics. This multiple is supported by:

- Recent comparable sales in the New York metropolitan area (range: 4.50x – 4.65x)
- Industry benchmarks from BizComps and Pratt's Stats databases

- The business's above-average profit margin (25.2% vs. industry median of ~22%)
- Steady 16-year operating history reducing buyer risk perception

Recommended Next Steps

Schedule a Site Visit

1

Conduct an in-person inspection to verify equipment condition, assess facility quality, and evaluate foot traffic patterns during peak hours.

Review Financial Documentation

2

Request 3-5 years of tax returns, profit & loss statements, and utility bills to validate revenue and expense figures.

Analyze Lease Agreement

3

Carefully review commercial lease terms, including rent escalations, renewal options, and any restrictions on business operations.

Conduct Equipment Appraisal

4

Have a qualified technician assess the remaining useful life of washers and dryers to anticipate capital expenditure needs.

Secure Financing Pre-Approval

5

Contact SBA lenders or commercial loan officers specializing in business acquisitions to determine available financing options.

Get Your Personalized Valuation

This sample uses generic example data. Your full report will include: **your actual business financials, real comparable sales from your market, personalized risk assessment, and specific recommendations** to maximize your sale price.

Get My Full Valuation — \$49

Sample Valuation Report — Generated for Demonstration Purposes

This report is not meant to replace professional advice. Please consult a qualified business broker or CPA for formal valuation needs.

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