



RJB and Son Motor Co.

Established used car dealership

 Turner, Maine

 rjbandson.com

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Company Overview

RJB and Son Motor Co. is a well-established used car dealership located in Turner, Maine, that has been serving the community since 1988. The family-owned business has built a strong reputation for providing quality all-wheel drive foreign vehicles and trucks to customers throughout central Maine.

With over three decades of operation, RJB and Son Motor Co. has established itself as a trusted name in the pre-owned automotive market, known for superior service, fair pricing, and treating customers with transparency.

The dealership operates from a strategic location at 1026 Auburn Road in Turner, positioned along Route 4, a high-traffic route that provides excellent visibility and accessibility to customers throughout the region. The business model focuses on specializing in serviced inventory of foreign AWD vehicles and trucks, which creates a distinct niche in the local market.

The facility includes modern equipment with five lifts and three air compressors, enabling the business to thoroughly inspect, service, and prepare vehicles before sale. The dealership maintains a strong online presence through multiple platforms including their website, Autotrader, Carfax, and Dealer Car Search, which drives consistent customer traffic.

Key Facts

Asking Price	\$1,350,000
Entity for Sale	RJB and Son Motor Co.
NAICS Code	441120
Industry	Used Car Sales and Service
Year Incorporated	1988
Owner Involvement Since	1988
Headquarters Location	1026 Auburn Road, Turner, Maine
Real Estate	Owned
Workforce	1 Full-Time Employee
Reason for Selling	Retirement
Seller Transition Period	90 days to 6 months negotiable
Non-compete	Negotiable
Exclusions from Sale	Inventory (estimated value up to \$500,000)

\$1,350,000

Asking Price

37

Years in Business

1

Total Workforce

\$3.4M

2024 Revenue

\$395K

2024 Gross Profit

\$59K

2024 Ordinary Business Income

8.3%

2 Year Revenue CAGR



Ideal Acquirer Profile

- Background in used car sales, automotive service, or dealership management would support smooth transition and operational continuity.
- Buyer should be prepared for active daily involvement in inventory acquisition, customer service, and business management.
- Financial capacity to maintain approximately \$500,000 in vehicle inventory to sustain current sales volume.
- Ability to leverage existing online platforms and expand digital presence across Autotrader, Carfax, and Dealer Car Search channels.



Transition

- Seller offers flexible, comprehensive transition timeline (90 days to 6 months) to ensure complete knowledge transfer and operational handoff.
- Seller committed to answering questions via phone and email after formal transition period concludes.
- Current full-time employee has committed to remaining with business, ensuring operational continuity and preserving institutional knowledge.
- Coverage of inventory sourcing, vehicle inspection protocols, customer management, vendor relationships, and online platform administration.
- Subcontractors are utilized for various operations, thereby decreasing operational overhead.



Deal Structure

- 100% asset sale transaction with real estate included in transaction.
- Clean acquisition structure transferring business operations, equipment, real estate, and intangible assets to buyer.
- Assorted equipment included.
- Intangible assets transfer with sale, including website, phone number, signage, customer lists, vendor relationships, and established RJB and Son Motor Co. brand.
- Vehicle inventory excluded from asking price as inventory represents separate investment estimated at \$500,000, allowing buyer flexibility in stocking strategy.



Established Market Position with 37-Year Track Record

- 37 years of continuous operations demonstrating proven business resilience through multiple economic cycles since founding.
- BBB A+ rating and 4.0-star Google reviews validate strong reputation and consistent customer satisfaction.
- Loyal repeat customer base drives sustainable revenue through established relationships and word-of-mouth referrals.
- Prime Route 4 location provides high visibility and consistent customer traffic.
- Specialized focus on quality AWD foreign vehicles meets specific New England demand driven by weather conditions.



Turnkey Operation with Owned Real Estate and Equipment

- Owned real estate provides operational stability, equity value, and eliminates ongoing lease obligations or landlord risk.
- Five lifts and three air compressors enable complete in-house vehicle inspection, service, and sales preparation.
- Established digital presence on Autotrader, Carfax, and Dealer Car Search drives consistent online traffic and leads.
- Proven operational systems and established vendor relationships reduce new owner learning curve and transition risk.
- Active inspection station, A/C repair, and window tinting certifications expand service capabilities and revenue potential.



Significant Growth Opportunities for Strategic Buyer

- Minimal current marketing investment presents opportunity for traffic and sales growth through enhanced strategies.
- Existing facility space can accommodate increased vehicle inventory to boost sales volume and customer selection.
- Current equipment and certifications provide foundation to expand maintenance services and capture recurring revenue.
- Investment in SEO, website optimization, and social media marketing could significantly increase online lead generation.
- Developing automotive lending partnerships could capture finance commission income and expand customer accessibility.

Geographic

- Expand market reach throughout Androscoggin County and surrounding regions beyond current one-hour service radius.
- Target seasonal residents and second-home buyers in lake regions who require reliable all-wheel drive transportation.

Business

- Develop strategic partnerships with local mechanics and body shops for referral network and customer acquisition growth.
- Expand financing relationships with regional and national lenders to offer indirect financing options and capture commission revenue.
- Create vehicle consignment program allowing private sellers to leverage dealership's marketing reach and customer base.
- Establish fleet sales division targeting small businesses, municipalities, and organizations requiring AWD vehicle solutions.

Product/Service

- Introduce certified pre-owned vehicle program with extended warranties to attract quality-conscious buyers and command premium pricing.
- Expand service department offerings to include routine maintenance packages for sold vehicles and generate recurring revenue.
- Add vehicle detailing and reconditioning services as standalone offerings to external customers beyond inventory preparation.

Digital

- Implement comprehensive digital marketing strategy including Google Ads, Facebook advertising, and targeted social media campaigns.
- Optimize website for search engines focusing on local AWD vehicle keywords to capture high-intent organic search traffic.
- Develop virtual vehicle tour capabilities and online appointment scheduling to serve remote buyers and streamline sales process.



Core Service Offerings

- Used vehicle sales specializing in all-wheel drive foreign cars and trucks.
- Full-service automotive inspection and preparation.
- State inspection services leveraging licensed inspection station status.
- Air conditioning repair and recharge services utilizing certified technician capabilities.
- Window tinting installation providing additional revenue stream and value-added services.
- Vehicle sourcing and acquisition services helping customers locate specific makes and models not currently in inventory.



Revenue Structure

- Product-based business model generating revenue primarily through sale of pre-owned all-wheel drive foreign vehicles.
- Cash and financing payment structure with approximately 80% of transactions involving third-party automotive financing.
- 20% of sales completed as cash transactions.
- Service revenue supplements vehicle sales through inspection fees, A/C repair, and window tinting installations.
- Inventory turnover-based model where profitability depends on vehicle acquisition cost, preparation expense, and sale margin.



Customer Focus

- Individual retail consumers seeking reliable all-wheel drive vehicles for New England weather and terrain conditions.
- Repeat customers and referral-based clientele representing significant portion of sales volume from established reputation.
- Route 4 location provides walk-in customers.
- Online shoppers discovering inventory through Autotrader, Carfax, and Dealer Car Search platforms seeking specific vehicle types.

NAICS: 441120 - Used Car Sales and Service

- The shift towards online shopping has transformed the used car sales landscape, with dealers needing a strong online presence to stay competitive. Operating online allows dealers to cut costs and offer more competitive prices.
- Dealers are moving towards in-house financing to reduce reliance on external credit companies, offering options for customers with poor credit ratings. The shift from 'buy here, pay here' to secondary lending programs has expanded consumer financial stability, limiting demand for these arrangements among creditworthy customers.
- The rise in environmental awareness has propelled the demand for eco-friendly transport options, posing challenges for used car dealers. Despite initial struggles, recent price drops have made electric vehicles more accessible, with a wider consumer base showing interest in EVs. Improvements in charging infrastructure and government support further drive the adoption of electric and hybrid vehicles.

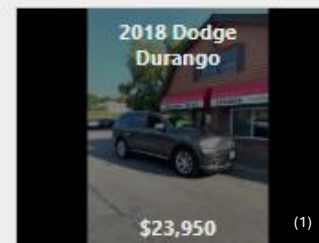
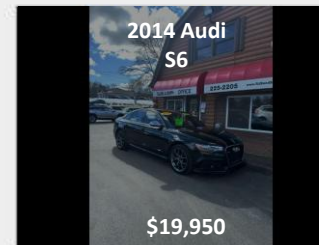
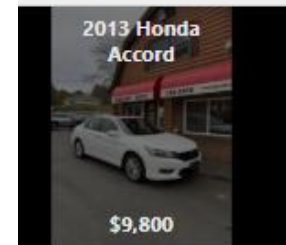
Revenue		
\$147.4bn	'20-'25	↑ 2.9 %
	'25-'30	↑ 2.5 %
Employees		
306k	'20-'25	↑ 2.3 %
	'25-'30	↑ 2.4 %
Businesses		
152k	'20-'25	↑ 2.5 %
	'25-'30	↑ 2.4 %
Profit		
\$3.5bn	'20-'25	↑ 3.8 %
Profit Margin		
2.4%	'20-'25	↑ 0.1 pp
Wages		
\$11.5bn	'20-'25	↑ 2.4 %
	'25-'30	↑ 2.5 %

Five-year growth rates display historic and forecast CAGRs



Used Cars

- RJB & Son Motor Co. offers a broad selection of high-quality pre-owned vehicles
- Inventory includes a wide range of sedans, SUVs, and trucks from manufacturers such as Audi, Toyota, Honda, Ford, Chevrolet, Jeep, and Subaru.
- Each vehicle undergoes a comprehensive inspection to ensure quality, reliability, and safety standards are maintained.
- RJB & Son emphasizes transparency by providing detailed vehicle histories, mileage information, and pricing upfront, enabling customers to make informed purchasing decisions.
- The dealership's digital platform allows prospective buyers to browse available inventory, compare models, and filter options by make, year, price, and drivetrain.
- Key highlights include:
 - Diverse inventory across multiple brands and price points.
 - Rigorous quality control and inspection processes.
 - Transparent, customer-centric pricing and detailed listings.
 - Integrated online and in-person purchasing experience.
 - Dedicated to supporting local family purchases, first time drivers and students, and work trucks.





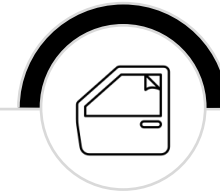
Car Financing

- The company partners with a network of reputable financial institutions to offer flexible financing solutions for customers across various credit profiles.
- Financing programs are structured to promote affordability and accessibility, thereby supporting higher sales volumes and repeat transactions.



Value-Your-Trade-In & Car Finder

- RJB & Son offers customers the opportunity to trade in their existing vehicles through a transparent and efficient process.
- Vehicles are evaluated at fair market value, with trade-in credits applicable toward the purchase of new or pre-owned inventory.
- This service supports customer retention and accelerates purchasing decisions.
- Provides a tailored car-finder service that assists buyers in locating specific vehicles not currently available in inventory.



Window Tinting & A/C Repair

- Expert A/C diagnostics and repair services are performed by certified technicians to ensure optimal cabin comfort and system longevity.
- Professional installation of premium window tinting is available, offering enhanced privacy, interior UV protection, and significant heat reduction.
- These value-added services are designed to improve the ownership experience and maintain vehicle value, further strengthening customer relationships.

Software

- Fraser Dealer Management System for inventory management and vehicle search functionality across online platforms.
- Dealer Car Search software enabling multi-platform vehicle listing syndication to reach broader customer audience.
- Carfax integration providing vehicle history reports and enhancing credibility with potential buyers through transparency.
- Autotrader listing platform driving online visibility and lead generation for available inventory nationwide.
- Standard accounting software for financial recordkeeping, bookkeeping, and business expense tracking requirements.
- Email and communication tools for customer relationship management and inquiry response handling.



Shopping for a Used Car?

Get CARFAX Reports

or

Find a Used Car

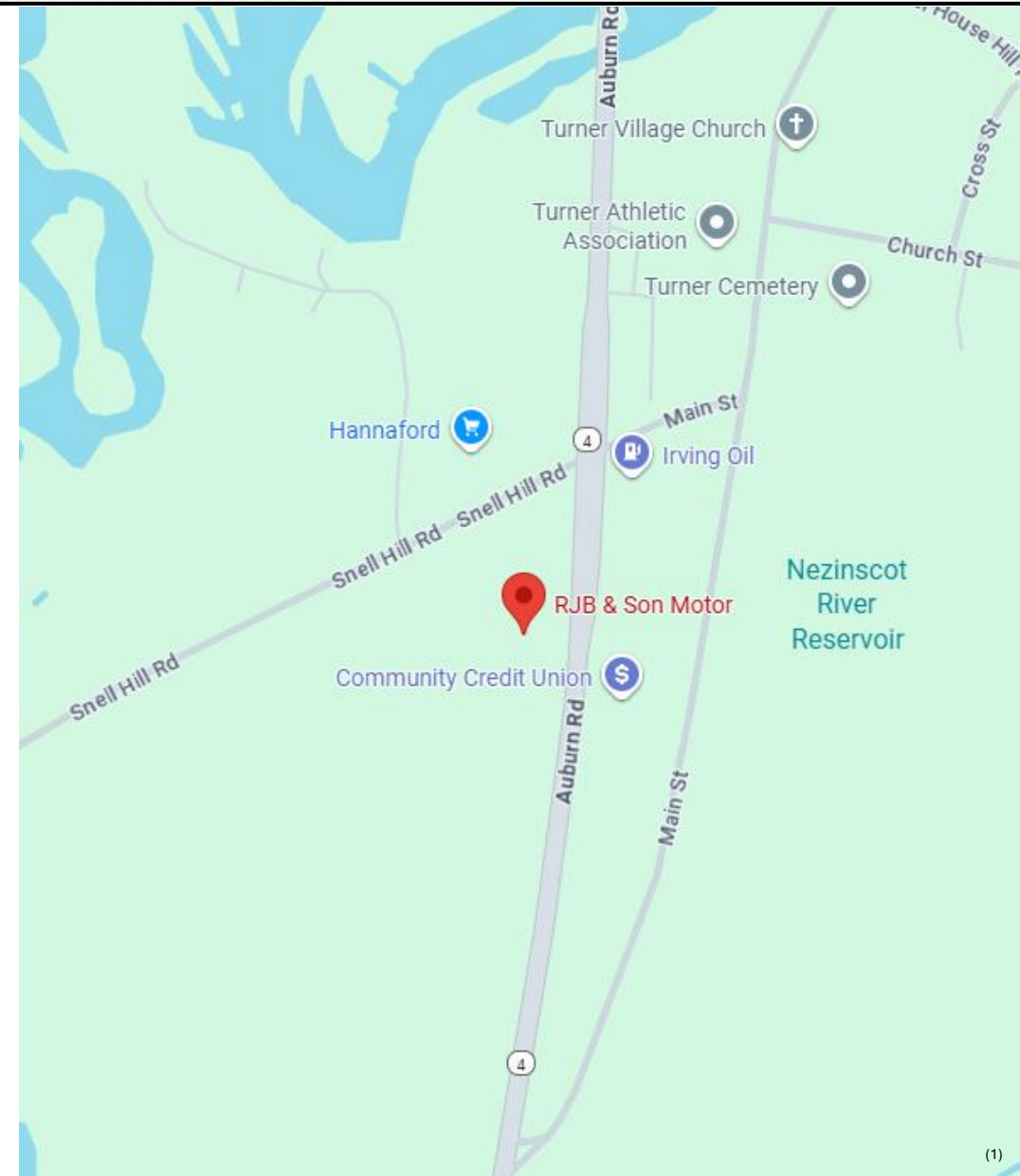


Tangible Assets

- Commercial real estate (3.61 acres) at 1026 Auburn Road, Turner, Maine near high-visibility Route 4 location.
- Five hydraulic automotive lifts in good working condition enabling comprehensive vehicle service capabilities.
- Three industrial-grade air compressors supporting full range of pneumatic tool operations and equipment.
- Complete set of automotive repair and diagnostic tools for vehicle inspection, service, and preparation work.
- Window tinting equipment and installation tools for professional automotive glass film application services.
- Facility improvements including recent garage door replacements and enhanced entrance for improved customer experience.

Intangible Assets

- Active Maine inspection station license enabling state vehicle inspection services and compliance certification authority.
- Certified A/C repair technician credentials allowing professional climate control system service and refrigerant handling.
- Window tinting certification providing specialized service capability and differentiation from competitors.



Current Marketing Strategies

- Multi-platform online vehicle listings through Autotrader, Carfax, and Dealer Car Search reaching nationwide buyer audience.
- High-visibility Route 4 corridor location provides significant drive-by traffic and walk-in customer opportunities daily.
- BBB A+ accreditation and 4.0-star Google reviews builds trust and credibility with potential customers researching dealership.
- Word-of-mouth referrals from satisfied customers driving significant portion of new business through established reputation.

Current Sales Strategies

- Personalized, no-pressure, consultative sales approach focusing on understanding customer needs and matching appropriate vehicles.
- Quality over quantity inventory strategy, specializing in thoroughly inspected foreign vehicles that meet high standards.
- Transparent pricing and vehicle condition disclosure building trust and reducing negotiation friction throughout sales process.
- Third-party financing assistance with approximately 80% of transactions involving automotive lending partners for accessibility.
- Advertising has previously been made on local radio, movie theaters, and in print.
- Every vehicle is provided a folder of pertinent information
- Vehicles sell themselves.
- High percentage of repeat and family customers.

1026 Auburn Rd Turner, ME 04282 207-225-2205



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Whether you're after something practical for the daily grind, like a fuel-sipping sedan, need space for the whole crew in a comfy SUV, or need a tough truck that can handle anything you throw at it, we've got you covered. And the best part? We check every single vehicle to make sure it's up to the job. So come on down and take a look - we're sure you'll find something you love.

Filter Vehicles

Page: 1 of 2 (49 vehicles)

Sort By: Vehicles: A to Z Per Page: 25



2017 Audi A4 2.0 TFSI Auto Premium Plus quattro AWD

Color: GRAY
Interior:
Drive: AWD
Trans: Automatic

VIN: WAUENAF45HN062044
Engine: 2.0L
Mileage: 116,926
Stock #: L1022416

Get ePrice

Compare

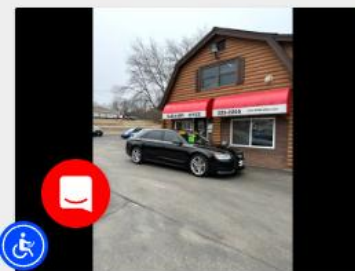
Price Drop Notifications

Inquiry

Make Offer

Financing

Text Us



2017 Audi A8 L 4.0 TFSI Sport

Color: BROWN
Interior: Leather
Drive: AWD
Trans: Automatic

VIN: WAU43AFD3HN010994
Engine: 4.0L
Mileage: 96,947
Stock #: L2156

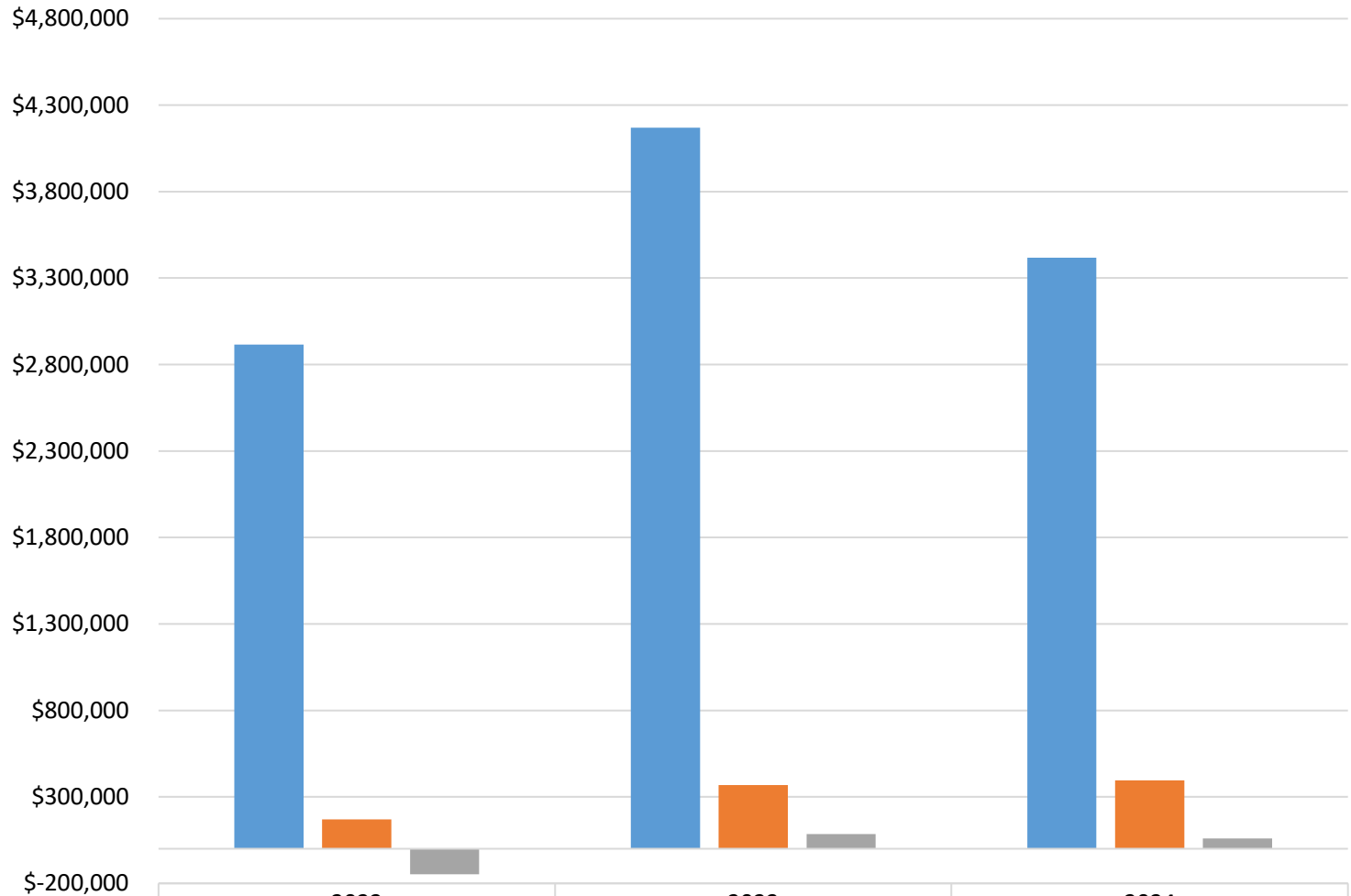
Hey, we're here 24/7! Let's chat!

Compare Vehicles 0/3

Text Us

Considerations

- Revenue increased 43% from \$2.9M in 2022 to \$4.17M in 2023. Despite a minor decline in 2024 to \$3.4M, revenue remains well above 2022 levels.
- The business recovered from an Ordinary Business Income loss of -\$147,357 in 2022 to a profit of \$84,798 in 2023.
- A key positive trend is the increase in Gross Profit in 2024 (to \$394,840) even as Revenue decreased. This indicates improved efficiency or a more profitable sales mix.



	2022	2023	2024
Revenue	\$2,915,236	\$4,169,195	\$3,418,543
Gross Profit	\$170,330	\$368,549	\$394,840
Ordinary Business Income	-\$147,357	\$84,798	\$59,311