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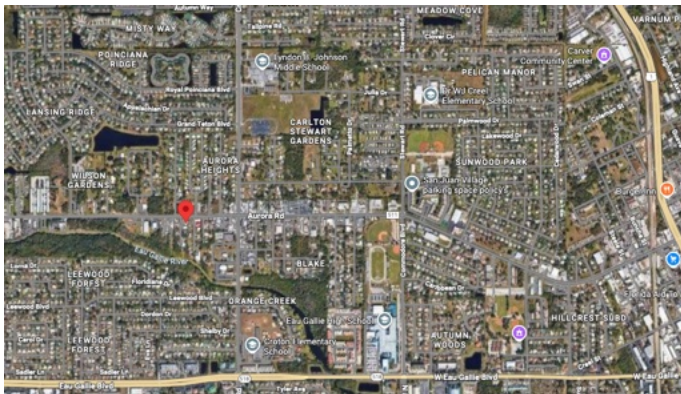
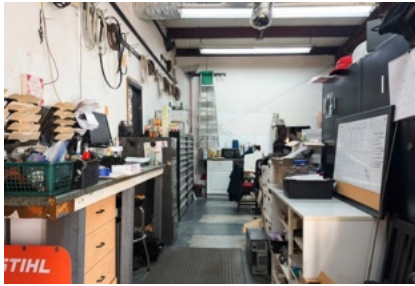
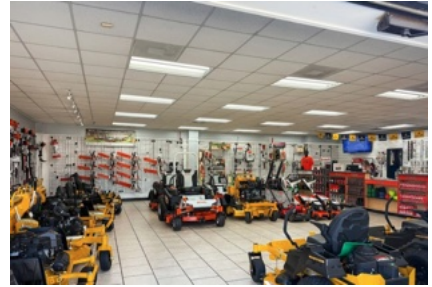
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A-1 Tractor & Mower LLC

A-1 of Melbourne

2299 Aurora Road, Melbourne, FL 32935

EXECUTIVE SUMMARY

A-1 Tractor & Mower is an established outdoor power equipment sales and service dealership located in Melbourne, Florida. The business has been serving Brevard County's residential and commercial landscaping community since 1980 and represents a compelling acquisition opportunity for an active owner-operator looking to grow market share in the thriving Florida outdoor equipment market.

THE OPPORTUNITY

A-1 of Melbourne represents a rare opportunity to acquire a 44-year-old outdoor power equipment dealership with established relationships, a loyal customer base, and valuable commercial real estate in one of Florida's fastest-growing counties.

The business holds authorized dealer status with two of the most respected names in outdoor power equipment: **STIHL** (the #1 selling brand of gasoline-powered handheld outdoor power equipment in America, according to STIHL) and **Hustler Turf Equipment** (a leading commercial and residential zero-turn mower manufacturer since 1964). These dealership relationships are exclusive by territory and not easily obtained — STIHL products are only available through authorized dealers (not big box stores), creating a protected market position.

The current owners, Michael and Lorie Starr, took over the business from Lorie's father when he retired. They have operated the dealership as a family business for decades, building deep relationships with both commercial landscapers and residential customers throughout Brevard County. Since 2020, the owners have semi-retired — reducing store hours, scaling back marketing, and operating at a maintenance level.



BUSINESS HISTORY & LEGACY

The Early Years (1980)

A-1 Tractor & Mower was founded in 1980 in Melbourne, Florida, during the early years of Brevard County's population boom. The Space Coast was growing rapidly as the aerospace industry expanded, bringing thousands of new residents and businesses to the area. The founder recognized an opportunity to serve this growing community with quality outdoor power equipment sales and service.

Family Transition

When Lorie's father was ready to retire, Michael and Lorie Starr stepped in to continue the family legacy. Under their ownership, the business maintained its reputation for personalized service and technical expertise. The LLC was formally registered with the State of Florida in 2017 (Document Number L17000122653, EIN 82-1834796).

Building a Reputation

Over four decades, A-1 of Melbourne has built its reputation one customer at a time. The business has earned 88 five-star Google reviews and maintains a 5.0 rating on multiple review platforms. As stated on their website: "Our service technicians have over 80 years of experience between them. From warranty work to simple repair, we back our products for over 42 years."

The Semi-Retirement Phase (2020-Present)

In 2020, Michael and Lorie began transitioning toward retirement. They reduced store hours (currently Monday-Friday 7:30am-5:00pm, closed weekends), scaled back marketing efforts, and shifted to what can be described as a "maintenance-level" operation. The business has continued to generate revenue on the strength of its established reputation, but the declining sales figures reflect this reduced operational intensity rather than market demand issues.



LOCATION & REAL ESTATE

Property Address: 2299 Aurora Road, Melbourne, FL 32935

The Property

The business operates from a 4,800 square foot commercial building situated on Aurora Road, a high-visibility commercial corridor in Melbourne. The property includes:

- Retail showroom for equipment display
- Full-service repair shop with service bays
- Parts storage and inventory areas
- Outdoor equipment storage/display yard
- Customer parking

The real estate is owned free and clear and is included in the sale at a value of \$850,000.

Market Location

Melbourne is the second-largest city in Brevard County with a population of approximately 82,000. The city experienced explosive growth in the 1960s (quadrupling in size) and continues to grow today. Key economic drivers include:

- Orlando Melbourne International Airport and associated aerospace companies (Northrop Grumman, Rockwell Collins, L-3, AAR Corporation)
- Brevard Zoo (one of Florida's top zoos with nearly 900 animals)
- Regional campuses of University of Central Florida and Florida State University
- Eau Gallie Arts District and Melbourne Square Mall

The location serves the broader Space Coast region including Palm Bay (the largest city in Brevard County), Cocoa, Viera, Suntree, Merritt Island, and surrounding communities. Florida's year-round growing season creates consistent demand for lawn and landscaping equipment and services.



PRODUCTS & SERVICES

Authorized Dealerships

STIHL Outdoor Power Equipment

STIHL is the #1 selling brand of gasoline-powered handheld outdoor power equipment in America (according to STIHL). A-1 of Melbourne is an authorized full-line STIHL dealer, meaning they have access to STIHL's complete product line including:

- Chainsaws
- String trimmers and brushcutters
- Blowers (handheld and backpack)
- Hedge trimmers
- Edgers
- STIHL battery-powered equipment (AK, AP, and AR series)
- STIHL zero-turn mowers (RZ series)
- Accessories, parts, and protective equipment

STIHL products are only available through authorized dealers — not at Home Depot, Lowe's, or other big box stores. This exclusive distribution model protects dealer margins and creates a competitive moat. STIHL dealers are required to service the products they sell, provide customer training, and register products for warranty. This hands-on approach creates ongoing customer relationships and recurring service revenue.

Hustler Turf Equipment

Hustler has been a leading brand in the outdoor power equipment industry since 1964. A-1 of Melbourne carries Hustler's lineup including:

- Residential zero-turn mowers (Dash, Raptor series)
- Commercial zero-turn mowers (FasTrak, X-ONE, Super Z)
- Stand-on mowers (Surfer Pro)

Hustler is known for industry-leading warranties and American-made quality. The brand has a loyal following among both homeowners and professional landscapers.



Service Department

The full-service repair shop is a critical component of the business model. Services include:

- Warranty repairs for all brands sold
- General maintenance and tune-ups
- Engine repairs (Briggs & Stratton, Kawasaki, Kohler)
- Blade sharpening
- Parts sales and ordering

The service department creates recurring revenue and builds customer loyalty. When customers buy equipment from A-1, they return for service, parts, and eventually replacement equipment.

CUSTOMER BASE

Customer Mix

Segment	Percentage
Commercial (landscapers, property managers, municipalities)	70%
Residential	30%

The 70% commercial customer base is a significant strength. Commercial customers:

- Purchase higher-margin professional equipment
- Require ongoing parts and service
- Generate predictable, recurring revenue
- Are less price-sensitive than residential buyers
- Often purchase multiple units



STAFF & OPERATIONS

Current Staff: 3 Employees

Role	Details
Service Technicians	Multiple (combined 40+ years experience)

The business has certified technicians fully trained to service the equipment sold. Per the company website: "With decades of experience between technicians, we have an elite team of experts on the job."

Staff is currently unaware of the pending sale.

Current Operating Hours

Monday - Friday: 7:30 a.m. - 5:00 p.m. Saturday: Closed Sunday: Closed

Note: Historical records indicate the business previously operated Saturday hours (8:00am - 12:00pm). The elimination of Saturday hours represents lost revenue opportunity that could be recaptured by a new owner.

What A-1 Does NOT Service

Per their website, the business has clear boundaries, but new owners could change that:

- Does NOT work on rider mowers except Hustler Turf, BigDog, and Snapper brands
- No generators or pressure washers (except STIHL)
- For Briggs & Stratton or Kawasaki engines on other brand mowers, they only fix the engine — not other problems



FINANCIAL SUMMARY

Assets

Asset Type	Value (\$)	Included (Y/N)
Accounts Receivable	11,300.00	Y
Inventory	83,4350	Y
F.F. & Equipment	50,000	Y
Leasehold	0	N
Commercial Real Estate	850,000	Y
Other		
TOTAL ASSETS:	994,735	

Cash Flow Summaries

Income/Expense Summary	Period 1	Period 2	Period 3
Year:	2025	2024	2023
Source:	Taxes	Taxes	Taxes
Gross Revenue	\$945,840	\$1,112,519	\$1,228,509
Cost of Goods	\$607,244	\$712,642	\$808,615
Other Expense	\$324,328	\$399,877	\$351,006
Net Income:	\$14,268	\$0	\$68,888
ADD BACKS			
Owner Salary	0	\$74,880	\$74,880
Benefits	0	\$1,015	\$1,523
Interest Expense	31,487	\$22,557	\$22,557
Depreciation	0	\$14,345	\$50,811
Other	0	0	0
Discretionary Earnings:	\$45,755	\$112,797	\$218,659

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THE VALUE PROPOSITION

What This Business Needs:

The declining revenue trend reflects the owners' semi-retirement — not market conditions. Specific opportunities for a new owner include:

- Restoring Saturday hours (previously 8:00am - 12:00pm)
- Resuming marketing efforts
- Increasing operating hours/days
- Engaging more actively with commercial accounts
- Expanding service department capacity
- Adding complementary product lines

DEAL STRUCTURE

Total Investment: \$1,275,000

Seller Financing Available

Seller is willing to provide financing for up to 50% of the purchase price for qualified buyers.

What's Included:

- 44-year established business with goodwill
- Authorized STIHL dealership
- Authorized Hustler Turf dealership
- 4,800 sq ft commercial building and land
- All inventory (parts and retail equipment)
- All fixtures, furniture, and equipment
- Customer list and vendor relationships
- 6 weeks of owner training
- Transition support

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IDEAL BUYER PROFILE

The ideal buyer for A-1 of Melbourne is someone who:

- Has experience in outdoor power equipment, small engine repair, or retail operations (preferred but not required)
- Is comfortable managing a small team
- Has strong customer service orientation
- Is willing to be hands-on in the business, especially during transition
- Has the energy and commitment to restore full operating hours
- Understands that active ownership will be required to reverse the revenue decline
- Is eligible to assume or obtain STIHL and Hustler dealer agreements
- Can qualify for seller financing or has access to capital

NEXT STEPS

Interested buyers should be prepared to provide:

1. Signed Non-Disclosure Agreement (NDA)
2. Proof of Funds (POF)
3. Valid identification

Upon receipt of the above, the owner will provide additional details, documentation, financials, and answer questions directly.

Contact: 321 Business Brokers / 321 Realty LLC Agent: M. Stephen Guidry or Sheaya Grillo
Listing Period: January 15, 2026 - July 15, 2026



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