



M&A Advisory and Exit Strategy Planning
Firm for the Middle Market

Mid-Market Matters:

Messages from the front line of Entrepreneurs working on Exits

Nick Barrow, SVP at Frontline Capital Partners shares a recent example of a successful Entrepreneur who worked with Frontline to assist him in successfully exiting his business.

“Prior to engaging Frontline a client had developed his businesses in a variety of different verticals over the years. These provided complimentary offerings to service his clients needs but this diversity presented a challenge for him when it came to planning his exit. The owner wanted to keep the whole business together when he exited and realize as much value as he could for the companies but this was proving difficult to achieve.

Whenever he had engaged with potential buyers he discovered that because the business didn't fit into a nice neat box that was easy for them to understand it became clear that most buyers wanted one part of the business but not the others or penalized the seller on valuation because they really didn't want to take on elements of the company that didn't for their model.

The Owner was worried that he would either have to retain some elements of the business or engage in multiple sale processes over an extended period of time and potentially realize a lower overall value than he felt the businesses were worth..

Our solution to our clients challenge involved developing a powerful business case that clearly demonstrated the high value of the integrated services the companies offered and then adopting a “Rifle Shot” approach to identifying buyers that targeted a narrow yet very well qualified group who could all see the value in the entities as a whole and would allow us to achieve maximum value from a single transaction.

Our added value with this client was ensuring that we could communicate the strengths of the combined companies to buyers who would be able to put together an appropriate deal structure. The targeting of a narrow group of buyers with a strong strategic alignment of services allowed the seller to ensure that the businesses he had built were being appropriately valued and were becoming part of an organization that recognized that value for the long term. By leveraging our market knowledge and our network of Acquisitive Companies, Private Equity and Family Funds we ensured that only the right buyers were approached in a discreet and confidential manner.

In our experience, owners are potentially not realizing the full value of their company because they don't know when and how to exit the business – and most importantly, who to sell the business to. Considering that 70% of business owners say they are relying on the sale of their business to fund the majority of their retirement, having the right advisor who can optimize the timing and value of your exit is extremely important.

That is where Frontline can help. We've been there, we're Entrepreneurs ourselves, business owners who've exited businesses successfully and helped others to do so. We know the value of your time as well as the value of having the right team in your corner to help you visualize, plan and execute your Exit Strategy.

Our initial goal with this communication is to start a dialog with you, to understand your goals, where you are in your Exit Planning process and how Frontline could assist in making those goals a reality on a timeline that meets your expectations.

When you're ready to take that step, reach out to me and let's schedule that first 15 minute call.

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