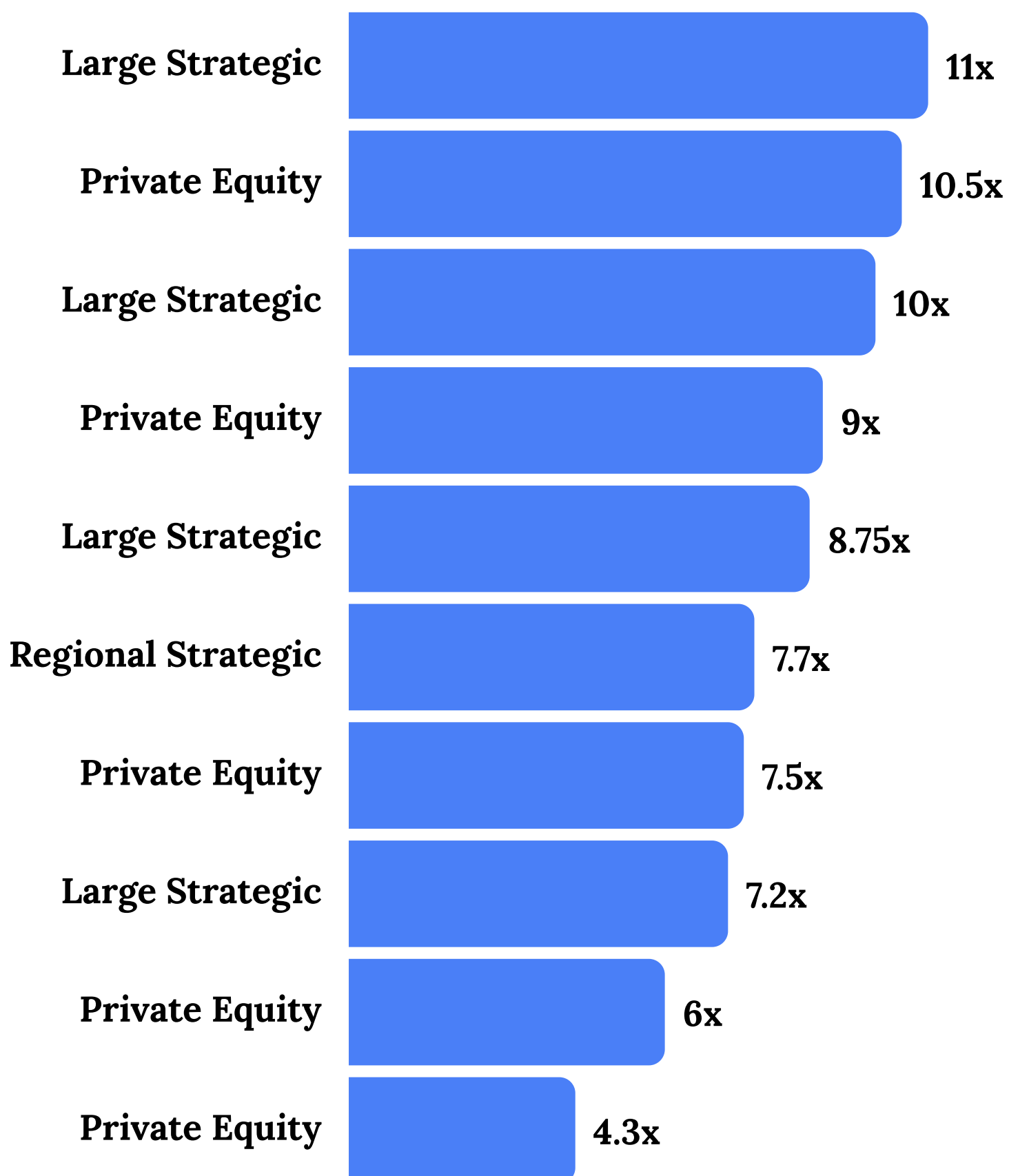




How Running a Process Creates *Value*

We partnered with a leading distribution company to run a structured sale process that engaged strategic and financial buyers across the market, creating competitive tension and producing offers ranging from 4.3x to 11.0x EBITDA.



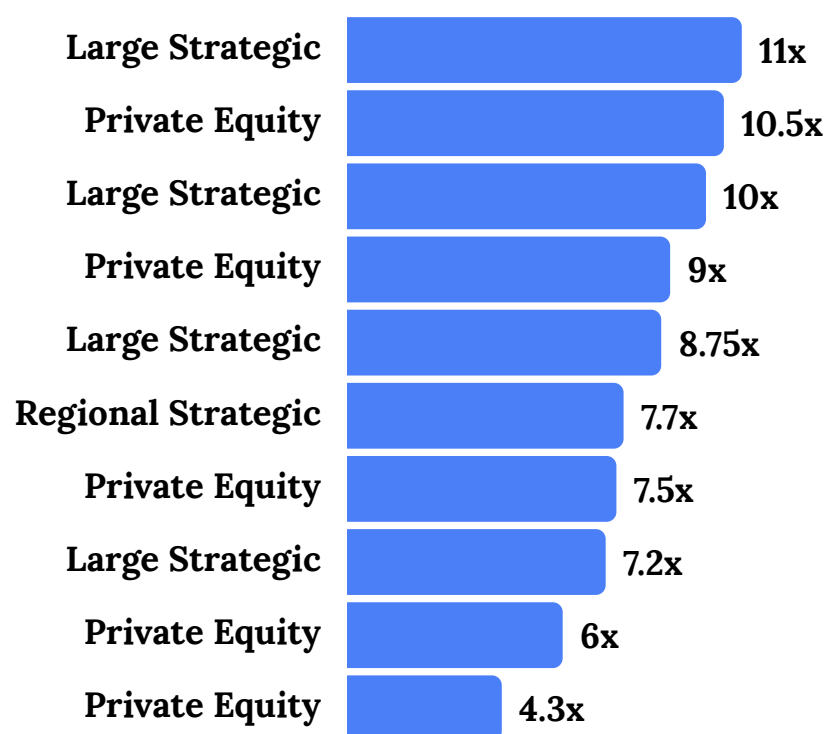


The First Offer is Where Negotiation Begins

A business only sells once, which makes the quality of the process critical to the outcome. In this transaction, offers ranged from 4.3x to 11.0x EBITDA for the exact same company. **The difference was not the business. The difference was the level of competition created among qualified buyers.**

By engaging both strategic and financial acquirers, we created a competitive environment that allowed the market to determine value. Multiple qualified buyers competed for the opportunity, resulting in a wide range of outcomes and ultimately a significantly higher offer.

The highest value did not come from finding a buyer. It came from creating competition among buyers. **The process did not create value. It revealed the value that was already there.**



Most owners receive interest from one buyer and assume the offer reflects market value.

Lowest Offer		Highest Offer
4.3x	VS	11.0x
EBITDA		EBITDA

Without a competitive process, the owner may never know what the market was truly willing to pay.

Ready to maximize value? Let's build the process that creates it.



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Brad and his team at Williams Strategic Advisors bring deep industry expertise and hands-on execution experience. Brad is also a contributing author for Supply House Times, ACHR News, Industrial Distribution, and the ASA bi-annual magazine, four of the industry's leading publications.



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