

## Business Services Industry

### Case Study

#### **Mandate**

Beacon was engaged by a [leading data collection and market research company](#). The business had a global footprint spanning over 42 markets and 25 languages. The owners, at the time, were seeking an exit in order to pursue other ventures and charitable causes. Due to Beacon's strong outreach across North America, Beacon was chosen as the exclusive broker and provided sell-side transaction advisory services through the entire sale process.

#### **Implementation**

Beacon began by compiling a fairness opinion to determine the business' true fair market value and proceeded to compile deliverables and confidentially market the mandate to potential buyers. The business had a strong operating model and had sustained double-digit top-line growth since inception. . Through our large network of buyers and industry professionals, we were able to attract several buyers for the business. Based on the seller's criteria and vision, as well as our financial acumen, we were able to pre-screen buyers and solicit offers from serious buyers.

#### **Outcome**

Beacon's team assisted our client through every step of the sale process, and successfully completed the transaction. Beacon effectively negotiated a deal with TerraNova Partners LP, a private equity firm based in Toronto. As a control investor with other business service companies in its portfolio, TerraNova was an ideal buyer for our client's business. Our team advised the seller through the buyer due diligence process, ensuring transparency between both parties. Beacon negotiated a share deal with a post-closing share structure of 80-20 between TerraNova and the sellers respectively. A 10% holdback agreement was negotiated by the purchasers to cover any losses due to undisclosed liabilities. In addition, the company's major shareholder agreed to take over as the senior manager post-transaction. Beacon's involvement allowed a successful transition ensuring that business value was not diminished in any way.