

## Travel & Tourism Industry

### Case Study

#### **Mandate**

Beacon has experience with businesses across a range of industries. As the travel and tourism industry is currently thriving, business owners may be looking to exit as others are looking to take advantage of the industry's successes. Beacon's team is skilled at vetting potential buyers to ensure that a business' successors have the industry knowledge and interest to continue to take the business from strength to strength. We take onboard the seller's vision for the company, and use this to vet interested buyers. Beacon begins every business sale with a valuation to determine the business' true fair market value. This is followed by the creation of deliverables, with which we confidentially market the mandate to potential buyers.

#### **Implementation**

Beacon understands that the circumstances of each seller differ, and we adapt our marketing strategy in the vendor's best interests. We utilize our thousands of connections, including business owners and industry professionals, to find the ideal buyer for the business. Beacon acknowledges that the decision to sell a business can be difficult, and this is why we thoroughly vet potential buyers before introducing suitable parties to the seller.

#### **Outcome**

Beacon is currently in the process of finding the ideal buyer for this business.