

The benefits of hiring a transaction advisor

How advisor-led processes can optimize outcomes





Quality advisors can materially impact valuation and certainty of close

Transaction processes are complex, time-intensive and strategically nuanced. Without experienced leadership and precise execution, founders may sacrifice competitive tension, process control and negotiating leverage

Transaction outcomes are driven by the process

Valuation, terms and certainty of close are not predetermined, nor guaranteed. They are carefully negotiated through a disciplined, competitive and strategically managed transaction process:



Strategic positioning

- Proper positioning shapes investor perception



Market preparation

- Upfront due diligence and analysis enable process leadership



Targeted outreach

- Curated investor targeting maximizes valuation and terms



Process control

- Milestones and deadlines enhance negotiating leverage

Experienced advisors create competitive tension



Multi-bidder process: multiple qualified investors are evaluated, educated and assessed simultaneously, ensuring competitive leverage on terms and valuation



Information flow: all bidders are provided with comparable due diligence and access, preventing any information asymmetry that can impair terms and partner selection



Investor psychology: timely, efficient and transparent processes with clear milestones reinforce competitive dynamics and keep investors engaged and motivated to close



Equal access: disciplined and professional processes ensure that no buyer receives preferential treatment or company access, preserving maximum competitive leverage



Seasoned leadership: senior advisors can anticipate risks, rebut investor arguments and protect against gradual concessions that can quietly erode valuation and weaken terms

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Transaction risks may increase without experienced process leadership

Execution strategy and tactics heavily influence competitive dynamics, negotiating leverage and certainty of closing. Processes lacking experienced leadership are far more likely to result in a re-trade or a failed transaction.

Advisors drive the process and maintain control

Seasoned advisors understand and avoid process pitfalls while maintaining deal momentum



Security

Progressive dissemination of information protects confidentiality



Strategy

Strategic process execution shaped by market knowledge is critical to success



Leadership

Experienced advisors lead the process and guide investors, rather than following them



Leverage

Carefully executed processes can optimize negotiating leverage and closing certainty

Executing with no advisor can be costly and risky

Potential economic costs of executing with no advisor

- Inexperienced execution can impair terms and certainty of closing
- Lack of competition may impact negotiating leverage and valuation
- Founder distraction can damage the business and imperil the deal

Forgoing the depth and quality of a strategic and advisor-led process can impair terms, valuation and closing

Possible structural risks of executing with no advisor

- Inadequate due diligence enhances legal exposure and re-trade risk
- Unsophisticated tax structuring can materially reduce net proceeds
- Failed processes risk significant operational and market disruption

Missteps in execution may increase liabilities and tax exposure, and the potential for a failed transaction

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Strategic advice

A premium, high-touch firm where clients receive hands-on, senior level strategic guidance



Mergers & acquisitions

Strategic sales, majority recaps and acquisitions



Financing advisory

Minority equity capital and debt facilities



Strategic advisory

Strategic partnerships, JVs and exit strategy

We execute with the utmost care and precision to ensure that our clients achieve their goals



Unbiased advice

Founder and family focus avoids conflicts of interest



Extensive support

24/7 transaction support from our entire team



Senior execution

Multiple MDs execute daily on behalf of our clients

Technology expertise



Software

- SaaS/PaaS – enterprise, SMB, B2C
- Software/services/hardware hybrids
- Data platforms and solutions
- Software development



Services

- Ecommerce platforms & services
- Tech-enabled business services
- Digital marketing services
- Media platforms



Hardware

- Commercial & industrial hardware
- Consumer devices & hardware
- Internet of Things (IoT) systems
- Advanced manufacturing

Selected transaction experience

B2B Software



Strategic sale



Founder owned

B2B Software



Strategic sale



Founder owned

B2B Software



Majority equity recapitalization



Founder owned

IoT Systems



Majority equity recapitalization



Family owned

Tech Services



Minority equity recapitalization



Partner owned

Tech Services



Strategic sale



Founder owned

\$50+ | AGGREGATE
BILLION | DEAL VALUE

100's | CLOSED &
TRANSACTIONS | FUNDED

30+ | TRANSACTED
COUNTRIES | IN GLOBALLY

25+ | SENIOR BANKER
YEARS AVG. | EXPERIENCE

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