



CASE STUDY

**A COMPELLING STORY AND ACCURATE FINANCIAL RECORDS
RESULTED IN A MULTI MILLION 2X VALUATION BUSINESS
SALE**

Our Services

THE COMPANY

Industry: Commerical Pool

Entity Type: Privately Held

Operating Region: Southwestern United States

THE PROBLEM

The owner has worked hard for many years to grow his business, but a personal matter arose that created a need to sell and exit his company quickly.

THE SOLUTION

Our team of CFOs and accountants worked diligently with the owner to understand his situation and developed a roadmap for exit. We reviewed his current financial records and documentation that was in disarray. Transactions were improperly categorized, historical reconciliations were not performed and this resulted in mistakes in financial reporting and analysis.

THE RESULT

Developed a story of his journey which was supported with financial accuracy. This credible presentation and timely go-to-market process with potential VCs and investors resulted in an increased interest in the business. The credibility of our teamwork and expertise in navigating the exit process consummated a successful 2x valuation of \$3.2 million from his initial sales price.



TIMELY FINANCIALS AND PROCESS TO FACILITATE THE TRANSITION OF THE SALE

Financials are accurately and timely prepared on an accrual basis to properly present to potential bankers and investors.



TOOK THE NECESSARY TIME TO BEST UNDERSTAND THE JOURNEY OF THE BUSINESS

Crafted and presented an accurate and compelling story that will resonate with potential interested investors that enhanced his management team and credibility



EXIT SALE OF \$3.2M WHICH IS 2X THE INITIAL VALUATION

By hiring the right financial and accounting experts of CFOs/CPAs with exit strategy experience, the owner was more than pleased with the result and more money in his bank account.

GET IN TOUCH

Denny Kon | Founder & CEO | denny.kon@altocfo.com | altocfo.com