

— CLIENT OUTCOME · RETAIL · IDAHO

From a roughly \$6M valuation to a \$7.5M close.

Two nationally branded hardware stores, a competitive process that drew sixty interested parties, and one financing problem that nearly ended the deal.

NATIONALLY BRANDED RETAIL · REAL ESTATE INCLUDED

~\$6M

Value going in: about \$5M for the business plus about \$1M in real estate

60

Interested parties generated by a confidential, multichannel process

+\$1.5M

Added to the price by solving one buyer's financing problem

\$7.5M

Final purchase price, including real estate

— THE SITUATION

A strong business. A price that could have scared buyers off.

Our clients owned two nationally branded hardware stores in Idaho, a well-run operation with a clear market position. The business was valued at about \$5M, with roughly \$1M more in real estate.

We could have gone to market asking \$7.5M on day one. We didn't. An inflated asking price thins the buyer field before it ever forms, and competition is what sets the real number.

— OUR APPROACH

The process that created competition, and value.

We ran a competitive sale process built to surface motivated buyers and let the market decide what the business was worth.

01

PREPARE

Honest positioning

Professional materials and a price grounded in the numbers, so serious buyers leaned in instead of screening the business out.

02

MARKET

Broad market engagement

Confidential, multichannel outreach produced sixty interested parties. Two became extremely motivated. One offer is a negotiation; two is a market.

03

MANAGE

Managed every detail

Weekly calls, near-daily communication, and checklists broken into phases so our clients never felt overwhelmed.

04

CLOSE

Solved the financing wall

One motivated buyer's lender wouldn't support a deal that size. We introduced him to a lender who understood the opportunity, which kept him in the race and added \$1.5M to the price.

— THE OUTCOME

A close that changed their lives.

The final purchase price came in at \$7.5M including real estate, about \$1.5M above what the business was valued at going in. For Laura and her family, it opened a path to a retirement they hadn't imagined possible.

\$7.5M

FINAL PURCHASE PRICE,
INCL. REAL ESTATE

Same stores. A real market.

About \$1.5M above the value going in, driven by sixty interested parties and one solved financing problem.

— THE INSIGHT

Why we don't price at the ceiling.

Most sellers want to lead with the highest number. We don't. Price aggressively from the start and you signal to the market before competition has a chance to form. The number at close wasn't a ceiling we set. It was the floor the market raised.

"We had never sold a business before and didn't have the first clue what to expect. The outcome of this transaction has paved the way for us to retire and enjoy a life we never dreamed of. Mark and Paige were the answer to our prayers."

Laura · Former Owner, Nationally Branded Hardware Stores

Ready to find out what *your business is worth?*

No pressure. Just a conversation about your goals and what a successful exit could look like for you. Or start with a free estimate at prevailvaluetool.com.

TALK TO US

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