

— MANUFACTURING · RUBBER ROLLERS

He only wanted a second opinion. *We found him 40% more.*

A competitor made an offer. A competitor's death made the owner afraid to wait. A competitive process showed what the business was really worth.

— THE SITUATION

A warning he couldn't ignore

The owner of a rubber roller manufacturer had spent decades building his company. Selling wasn't really on his mind until a competitor in his own industry passed away unexpectedly, with no plan in place.

He watched what happened next. With no one prepared to run it and no process to sell it, that business was liquidated for pennies on the dollar. A lifetime of work, gone in a hurry.

— THE OFFER

One buyer, one number, no comparison

Then another competitor called with an unsolicited offer to buy his company. Given what he had just seen, the offer felt like a lifeline. His accountant suggested he talk to Prevail first.

He came to us for one thing: confirmation that the offer was fair, so he could sign it.

SNAPSHOT

INDUSTRY

Rubber roller manufacturing

TRIGGER

A competitor's sudden death and liquidation

ON THE TABLE

An unsolicited offer from a competitor

REFERRED BY

The owner's accountant

APPROACH

The Prevail Factor™: a confidential, competitive sale process

OUTCOME

Sold for 40% more than the original offer

"A buyer that approaches you with an unsolicited offer isn't trying to find out what your business is truly worth. They're trying to buy it for a low price before you know what the market would pay."

Mark Krohn, Founder & Chairman, Prevail Transaction Partners

— WHAT WE DID

Instead of validating the offer, we tested it

An offer from one buyer only tells you what that buyer wants to pay. The only way to know what a business is worth is to let the market answer. So rather than sign off on the number, we took the business to market through the Prevail Factor.

01

Strategic Preparation

Understood the owner's goals and reviewed the financials and value drivers before anything went out.

02

Premium Positioning

Built professional materials that told the company's story the way a serious buyer needs to see it.

03

Competitive Outreach

Ran a confidential campaign to qualified buyers so the original bidder was no longer the only one at the table.

04

Full Deal Management

Negotiated terms and managed diligence, attorneys and CPAs through to closing.

+40%

ABOVE THE ORIGINAL
OFFER

Same business. Different process.

The owner sold for 40% more than the offer he had come in hoping we would approve. Nothing about the company changed. What changed was that buyers had to compete for it.

— FOR BUSINESS OWNERS

Before you answer an offer

- ◆ **An offer is a starting point**, not a valuation. It's the price one buyer hopes you'll accept.
- ◆ **Fear makes the first offer look better.** Plan your exit before an unexpected event plans it for you.
- ◆ **Checking costs you very little.** A confidential second opinion doesn't commit you to selling.

— FOR ADVISORS

Why the referral mattered

- ◆ **The accountant spotted the risk** of a single, untested offer and made one phone call.
- ◆ **The client got a better outcome** and the advisor stayed the trusted voice in the room.
- ◆ **We work alongside your team**, never in place of it, from preparation to close.

Have an offer on the table? *Get a second opinion first.*

A confidential conversation costs nothing and commits you to nothing. Or start with a free business value estimate at prevailvaluetool.com.

TALK TO US

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