

CASE STUDY 1

When the Right Buyer Calls: Navigating an Unsolicited Acquisition Offer



When Opportunity Arrives Unannounced

A founder of a ~\$10MM landscape products company received an unsolicited acquisition offer from one of the largest competitors in the industry. The interest was credible, and the initial valuation was compelling. But as is often the case, the headline number told only part of the story. Beneath the surface, the structure, assumptions, and risk allocation introduced meaningful complexity.

Bringing Clarity to Complexity

We were engaged to evaluate the opportunity through both a financial and strategic lens. The first priority was to recast the company's financials to reflect how a sophisticated buyer would underwrite the business. This meant building a defensible adjusted EBITDA, removing non-recurring items, normalizing expenses, and presenting a clear, supportable earnings profile.

From there, we worked in lockstep with legal and tax advisors to assess deal structure, align incentives, and quantify the true economic outcome. Throughout the process, we provided objective guidance grounded in experience, ensuring decisions were driven by facts rather than emotion, momentum, or unnecessary friction.

A Disciplined, Successful Exit

The company ultimately completed a 100% asset sale at an attractive valuation. Diligence progressed efficiently, the financial narrative held up under scrutiny, and the seller entered closing with full clarity around proceeds, structure, and post-transaction implications.

When Preparation Meets Opportunity

Many owners believe they would sell if the right offer came along. Few are prepared for what follows. In transactions like this, preparation is not theoretical. It is directly reflected in valuation, deal certainty, and outcome.

PLAN. ANALYZE. OPTIMIZE. EXIT.

Strategic Finance and Accounting for Every Stage of Business

SIMONSONCFO.COM
DAN@SIMONSONCFO.COM
602.793.3954