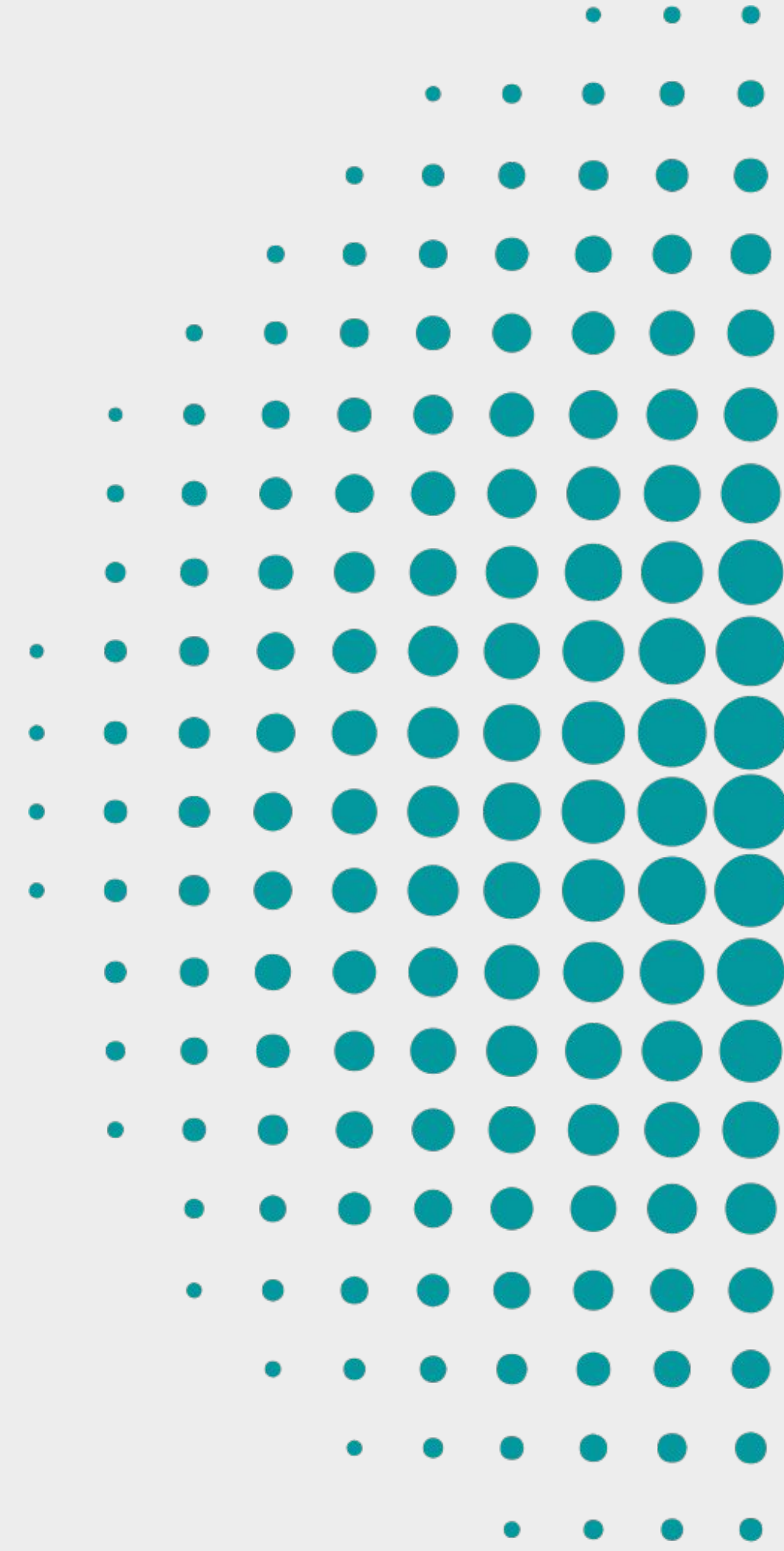


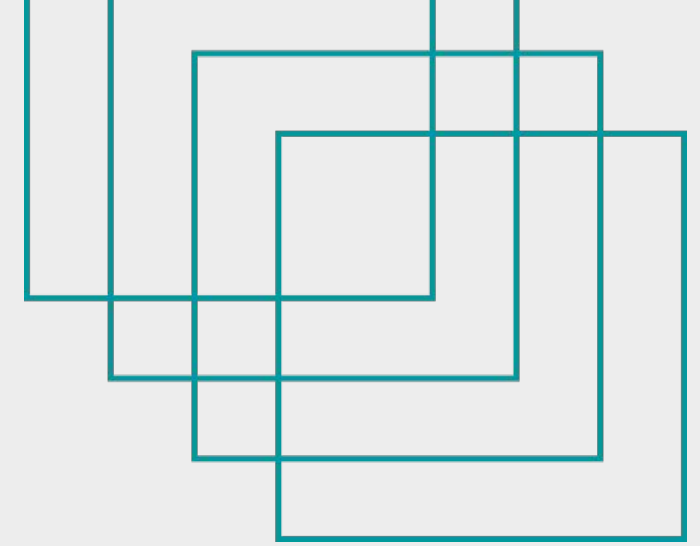
Navigating a High-Stakes M&A and Securing a Win-Win Exit



Seller Profile



- 20+ years in digital marketing and SEO servicing a loyal SMB client base
- Strong industry reputation, backed by skilled in-house and contractor teams
- Positioned for acquisition but facing structural challenges



Key Deal Challenges

- Financial & legal complexity: Disorganized records required restructuring for buyer confidence
- Client & revenue concentration: Concerns about dependency on a few key accounts
- Compressed timeline: Seller prioritized speed, requiring an accelerated process
- Negotiation gaps: Buyer and seller were misaligned on valuation and deal structure



Strategic Approach



- Pre-deal optimization: Facilitated financial and legal readiness to streamline due diligence
- Targeted buyer outreach: Screened and pitched 9 potential acquirers, ensuring strategic alignment
- Structuring the win-win: Designed a hybrid upfront-and-payout model to bridge valuation gaps and mitigate buyer risk
- Consensus building: Facilitated negotiations, ensuring all stakeholders aligned on terms

Solutions

- Leveraged Start Up With Feras' Fractional Advisory Board to provide comprehensive M&A guidance
- Assembled a deal team coordinating business, legal, and finance experts for seamless execution
- Streamlined financials & documentation to reduce friction and expedite deal closure



Results Delivered



- Seller success: achieved optimal valuation and multiplier, with a smooth transition
- Buyer gains: accelerated growth through a profitable acquisition with strong recurring revenue
- Financial structure: secured a substantial upfront payment + structured 18-month payout
- Start to finish: 90 days



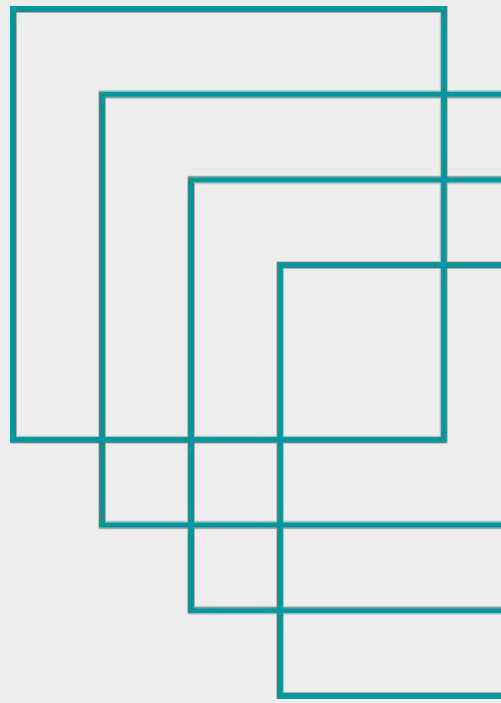


Seller

"I had zero experience in M&A. Feras walked me through every step of the process, proactively identifying potential gotchas and how to address them. Feras also did a great job in setting realistic expectations on valuation and timelines."

Buyer

"We greatly benefited from Feras' management of our recent business purchase. He accurately and succinctly represented the seller and helped to organize the information in an understandable way to evaluate the business' health and opportunities."



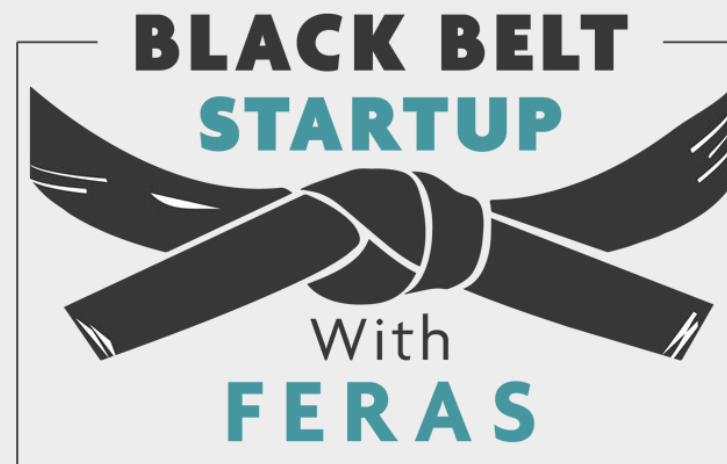
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"I couldn't have been more delighted to complete this transaction, one that both seller and buyer felt great about. What contributed to the success of this transaction is that both parties were committed to complete a fair deal and everyone involved acted with highest levels of integrity and transparency, with no surprises at any stage of the deal."



Thank You



www.StartUpWithFeras.com

