

2023 Case Study

Increasing offer values by \$2.5 million with Legacy Advisors

Challenge

An agency owner went to market without representation and received a direct offer from Buyer A.

Without knowing what others would pay and with limited M&A experience, the agency owner lacked the certainty they needed to proceed.

Solution

The agency owner hired Legacy Advisors to remove doubt and ensure they received maximum value for their business.

Results

Buyer A increased their offer by \$2.5 million.

Legacy Advisors received 8 additional competitive offers due to their diverse buyer pool, go-to-market strategy, and proven process. This competitive bidding environment increased offers from many and ultimately allowed the agency owner to choose a buyer that fit their ideal day 2 culture without sacrificing maximum value.

