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THE STS DIFFERENCE

STS delivered increased valuation for the client based on future potential.

PROJECT RAIL

BRINGING INTERNATIONAL STRATEGIC BUYERS TO INCREASE THE VALUE FOR SELLERS

OVERVIEW

- A family owned inland port company (rail terminal) serving a high volume, high profile, shipping port located on the western coast of North America.
- Significant potential for growth and strong support by Federal and Local government, looking for efficiencies to improve port volumes to new/existing Asian markets.
- The family's dream was to expand the property to realize the potential revenue opportunity.
- The terminal was only 10% developed and self-funding the business plans would be a slow process. To support their dream, they were seeking both financial investment and experienced operators.

STS APPROACH

- STS always look for strategic buyers that will fall in love with the business first so they can see the real strategic value.
- STS ran a targeted campaign for the client leveraging our global reach to access strategic buyers that other can't find.
- By running soft auctions with the right strategic buyers, STS were able to achieve multiples for our client that our competitors can't reach.

RESULT

- STS worked with the client to respond and adjust to market feedback during the process, resulting in the sale of a majority stake in the company, at a strategic valuation, to an international strategic, and ideal partner to work with our client to realize the full potential of the asset.



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THE STS DIFFERENCE

Creativity was the key that gave a 300% increase in the valuation.

PROJECT MARATHON

CREATIVITY IN FINDING UNIQUE STRATEGIC BUYERS

OVERVIEW

- Our client was a privately-owned consulting, technology implementation and support services company in the Integrated Workplace Management Systems (IWMS) and Enterprise Asset Management (EAM) space.
- The owner was an entrepreneur who had grown the company over a 20-year period.
- Based on market conditions, he believed it was the optimum time to sell the company.
- The owner had talked to mainstream accounting firms and M&A companies who had said that his desired outcome would be difficult to reach.

STS APPROACH

- Our unique deal process contributed to a very positive outcome for the client. STS carefully managed the timing and processes of multiple potential buyers to ensure the client could entertain all offers, without granting exclusivity until there was complete visibility into all available options.
- STS found a unique buyer that could utilise the revenue of the business to strengthen their core business.

RESULT

- By identifying strategic buyers to drive maximum value, STS were ultimately able to bring seven offers to the table. By showing synergies in a strategically managed process, we increased the value of the business to over double our client's stretch "dream" objective.



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THE STS DIFFERENCE

STS achieved over double the original offer for the client.

PROJECT STANLEY

UNLOCKING THE HIDDEN VALUE OF THE BUSINESS FOR SELLERS

OVERVIEW

- This family business began 40+ years ago as a small sign company and had grown to become a leader in visual communications, anchored in the safety and security industry.
- They had built a solid business with a strong competitive advantage due to their ability to create customized identification products within 24 hours.
- Having been approached by potential investors they had an offer on the table.
- The decision was made to retain STS to manage the process and help identify other strategic buyers – chosen because of the team's professionalism, engagement with strategics and focus on enterprise value maximization.

STS APPROACH

- Through our unique process, STS unlock the true value of a business. This enables potential buyers to see what the business is really worth.
- STS worked with the owners to plan an effective exit strategy that increased the value of the business and made it more desirable for potential buyers.

RESULT

- The successful bidder, a strategic financial, was one of the original parties that approached the company directly.
- By using our soft auction process and strong negotiating abilities, STS was able to negotiate a valuation of over double the bidders original offer.



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THE STS DIFFERENCE

STS found a strategic buyer in the industry that the owner didn't even know existed.

PROJECT PHOENIX

EXCEEDING CLIENT EXPECTATIONS WITH OUR UNIQUE AND EFFECTIVE PROCESS

OVERVIEW

- Privately owned low pressure, structural foam/web injected plastics manufacturer located in North America.
- Industry leader in a niche manufacturing technology - with growing market share, and their Mexican manufacturing expansion had recently completed.
- The owner had been in business 40+ years and was the largest employer in a small Canadian town. With Canadian and Mexico based plants, issue was that much of the finished goods consumption was into the USA. At the time, there was political uncertainty from the USA administration elected in 2016, this posed potential cross-border trade impacts (NAFTA/tariffs) and did introduce risk for investors considering the opportunity.

STS APPROACH

- STS prepared marketing materials, and initiated an outreach campaign targeting major players in plastics manufacturing throughout North America and major international players.
- Asset appraisals, Union contract progress, and migrating reviewed financial statements over to formal audited financials were undertaken to prepare the client for sale.

RESULT

- STS found the right buyer - a US-based publicly traded company that wanted to expand its own product offering.
- The transaction value far exceeded the clients target price.
- STS brought to the table a group that the owner was not familiar with - even though he knew all the big players after more than 35 years in the plastics industry.



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THE STS DIFFERENCE

STS managed to achieve a 15X multiple of EBITDA which was 150% over market through our unique process.

PROJECT GREY

ENABLING CLIENTS TO FULFILL THEIR DREAMS OF SELLING TO STRATEGICS

OVERVIEW

- The organization offered a cloud-based suite of software products which supported regulatory and risk management workflows for major insurance carriers and government entities.
- The organization was the dominant provider of boiler and pressure vessel inspection software in North America and were using their position in the industry to expand into other regulatory and risk management adjacencies including licensing and permitting, elevators, amusement rides, building code enforcement, and equipment breakdown.

STS APPROACH

- STS provided strategic business advice which resulted in changes which management acknowledged would help the company overall in the long run.
- A competitive bid situation was created which led to the highest valuation.
- STS was able to negotiate a cash upfront transaction.

RESULT

- As a result of the transaction the founder/CEO of the business was able to achieve his goal of scaling back his involvement day-to-day and the remaining divisions were able to focus on growth and EV maximization.
- The acquisition was an excellent strategic fit for the buyer whose public sector group was looking to significantly grow their capabilities among government agencies



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THE STS DIFFERENCE

STS managed to achieve 11x EBITDA a 700% increase on Expected value through our successful roll up to sell process.

PROJECT QUATTRO

IMPLEMENTING AN EFFECTIVE M&A STRATEGY TO GENERATE MAXIMUM SALE VALUE

OVERVIEW

- The client was a privately-owned wireless retailer and very successful national agent for one of the top U.S. carriers.
- The organization had a solid track record of good performance and was in the process of assessing potential growth strategies. The objective was to add 30 stores to reach a total of over 160 locations.
- Based on proven international experience in generating maximum value for clients, STS was retained to consult on the growth strategy and to secure a strategic buyer.

STS APPROACH

- Through a significant strategic consulting engagement, while supporting the business growth roll-up strategy, STS focused on finding potential strategic buyers for the company.
- STS was able to bring two international strategic buyers to the table.
- The client benefitted from being able to learn first-hand what these investors valued in terms of strategic business drivers, which continued to inform the acquisition strategy that was underway.

RESULT

- Over a 20-month period, STS brought multiple strategic buyers to the table and significantly elevated the value by strategically managing a soft auction.
- The final transaction was a 700% increase of original expected value and approx. 11x EBITDA, significantly above the industry norm.

BOUTIQUE IBANK



WHY WORKING WITH A BOUTIQUE IBANK CAN MAKE ALL THE DIFFERENCE

There are several benefits to working with a boutique Ibank vs. a large, mainstream Ibank. These include:

SPECIALIZED AND FOCUSED

- boutique Ibanks can be far more specialized and focused. For example, at STS we only specialize in sell-side M&A, and we only do business through trusted referrals

EXPERIENCE

- With boutique Ibanks you get access to senior, experienced professionals from day one, not the high school graduate working on the organization's sale as their first project

NIMBLE AND AGILE

- Size matters and with boutique Ibanks, there isn't lots of red tape and bureaucracy to go through just to get the simple things done

PRIVATELY OWNED

- A lot of the boutique Ibanks, including STS, are privately-owned organizations. That means there are no shareholders to please, allowing them to focus solely on profit margins

TRUSTED RELATIONSHIPS

- Boutique Ibanks understand that 'customers come first' and build the entire organization on client satisfaction. Boutique Ibanks care about the future success of their clients' organization and will make sure that at every stage the clients' wishes are the main focus of attention