

MARKETING FIRM STUDY

SUMMARY: QUICKLY FIND A BUYER FOR A
MARKETING/ADVERTISING FIRM

SUBJECT

The business owner was selling the marketing/advertising firm because he was running for office and the firm had a number of government contracts, creating a conflict of interest.



CHALLENGE

Quickly find a new buyer for the firm because a previous buyer was not fully vetted and created negative press for the current owner's campaign for office. The opponent in the race used the negative press against him, creating a must-sell situation.

STATS

Industry: Marketing, Print Media and Digital

Annual Revenue Range: Under \$20 million

Referral Source: Commercial Real Estate Agent

OUTCOME

Right away Freeman Lundt identified several buyers. In less than 30 days, we found the right buyer in our network that was in the same business and close to the current agency's headquarters. Due to the buyer's network and the marketing firm's clientele, there is a huge opportunity to grow and scale the company.

Thanks to Freeman Lundt's quick actions and expertise, the company was sold inside four months allowing the former owner and candidate to continue his political campaign.