



**BRENTWOOD
GROWTH**

Case Study

Lawn Care/Irrigation Business Sells For Options Owner Never Considered



About Ecosystems NJ



Brian Resnick was in his mid 50's and had started and run a New Jersey lawn care/irrigation business for 20+ years. He had done well but was burned out and bored. He met Brentwood Growth through a mutual friend in October 2021 to begin a conversation about selling the business. He had a number in mind that he thought the business was worth and wanted to sell it for.

Brentwood did the initial valuation and confirmed that the value was in line with what he thought but we mentioned a couple of options he had not thought of or really knew anything about. One was selling to a consolidator that was private equity backed, becoming part of a platform and staying involved. The other was finding a private equity firm that found the sector interesting, but did not have an investment in the space and wanted to enter it with a team that would be able to manage it and grow organically through additional acquisitions with the objective of selling the total investment in 3-7 years.

While Brian was intrigued by both of these, he realized that his commitment would be considerable. For several months he considered all options.

He became more intrigued about the possibility and wanted Brentwood to reach out to see what interest there might be with a potential private equity partner.

Results

We prepared the marketing materials, reached out to our buyer network and found strong interest from around 15 firms. We narrowed the list down based upon his criteria and he then had multiple conversations with five options, and selected Dubin-Clarke.

The transaction closed in December 2022.

They got a great offer due to the fact that we ran a competitive bid process, and this was due to the fact that we ran a competitive bid process. In addition, Brian was able to reinvest a portion of the proceeds back into the platform and stay involved with the strategy. Brian's role has changed. He no longer manages the day-to day operations but heads up additional acquisitions for the platform.



What The Seller And Buyer Had To Say



“When I first met Brentwood, I had no idea what I really wanted to do, what I did know is I needed a change. The Brentwood team helped me not only understand what my business was worth but consider options that I had not thought of. They were responsive and very knowledgeable. They laid out the multiple pros and cons of each, never pushed and allowed me to move at my pace. When I decided which option, I wanted to explore they immediately set up conversations and the process began. We talked to a variety of partners, and I got a real feel of what was possible and what was the right fit. There is no way I could have managed the due diligence and legal process on my own. They were excellent at managing that and guiding me through all the way to closing. This was a huge decision for my family and myself, and I cannot imagine a better advisor. I would highly recommend Brentwood for anyone wanting to begin to explore options. On top of everything else they are straight shooters and good guys.”

- Brian Resnick
(Seller)



“The Brentwood team is great. They understand the market, what we are looking for, come prepared, manage the seller and the process extremely professionally. These are tough deals because of the size of the business, their financial and corporate records and the fact that these sellers have never been through this before. They bring great value in managing the entire process. We always listen when Brentwood calls with an opportunity.”

- Michael Hompesch
(Buyer)

About Brentwood Growth

Brentwood Growth assists home service and facility management business owners wanting to sell all or part of their business. We assist in valuation, transaction structure, marketing the business, leveraging our network of institutional buyers and managing due diligence / legal process to close.

Our fees are 100% performance-based paid at close of transaction.

Our experienced advisors offer comprehensive business valuation services, combining financial and operational expertise with a deep understanding of business ownership and company acquisitions. We have also been on the buy and sell side of many transactions.

This blend brings knowledge, experience, and value to a sale, purchase, or consulting relationship.

Schedule a complimentary business valuation consultation with one of our trusted advisors.