



**BRENTWOOD
GROWTH**

Case Study

**Brentwood Growth Helps
Heating & Air Company Build
Value Up And Then Sell**





Advanced Heating & Air, Inc.

John, Steve and Dawna,

Kellie and I would like to thank you for all the hard work and attention that you paid to us during our journey with Brentwood Growth. This was truly an eye-opening experience for us, small town business owners who had never bought or sold a business before.

We started this process looking to get a quality evaluation of our company, to see if selling was even a viable option. Knowing we had a strong well-built company was one thing but was it something someone else would be interested in, that was our question. We had been thinking about this for the last couple of years but never really investigated it. Finally, after one well-timed email from John, we decided to make the phone call.

Dawna, our account representative, was a superstar, she spent so many hours getting to know us personally and professionally. Together we established a basic idea of what we were looking for and she gave us some ideas about what the value of the company was. As one would expect we felt our 20+years of hard work were worth more than the market value, so she helped us understand what buyers are looking for. Then we went to work, listened to her suggestions and did what she asked.

Brentwood brought us offers within the first couple of months, although the offers were reasonable, they didn't quite have what we were looking for. At that point Dawna recommended taking a step back, this ended up being very big in the end. We went back to work building our value and it turned out to be a great idea. Over the next several months, we were able to add around \$250,000 in EBITDA to our bottom line, over a million dollars in total value. The process took us just over a year from start to finish, we never received a single invoice from Brentwood. I could never imagine a company spending that much time with a customer and not sending us a bill.

The offer we were looking for finally came just shy of 1 year into the process. Dawna called us with the offer, she knew that this offer aligned with our goal and expectations. Together we spent the next few months closing the deal, I would not recommend a seller do this part on their own. On the very last day before closing, we met with the buyers to get the exact numbers and finish the deal. Every buyer tries to save every penny they can. They decided to throw us a curveball and Dawna knocked it out of the park.

A small EBITA adjustment in their words, I would have had no idea what to say to that on my own, Dawna's response "We don't believe that's a proper adjustment and it's completely unacceptable to us".

That statement from her was worth \$125,000 to me. The buyers agreed to our terms on the issue.

John, Steve and Dawna, Kellie and I can't tell you how grateful we are for everything that you guys have done for us. I would recommend anyone who is thinking of selling their business to work with Brentwood Growth. Brentwood Growth was by our side the entire time, never once did they push us into a sub-par offer just to make a sale, in fact they recommended a step back to build more value. The value added by working with your team was unbelievable, well worth the cost. Thanks again for everything, you guys are truly awesome.

Chad and Kellie Larson
Advanced Heating & Air, LLC.

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.