



BUY • GROW • SELL



take a closer look at our **SellSightTM Market Studies**





we help you get deals closed

WHEN YOU WANT TO SELL A COMPANY, you've got to tell a compelling story that's grounded in research, insights, and analysis. But it can't be a tall tale. The story needs to be credible, defensible and sensible to maximize the deal value. And you often need to move quickly to make it happen. Acclaro can help. We research, analyze and position, then frame our findings into a compelling story for a variety of audiences: prospective buyers, owners, management. The result is a powerful narrative that showcases the company in the most positive light – all backed by sound research. The better the company looks, the better the deal looks. And the faster you get to the closing table. Our work for top middle-market Investment Banks, Private Equity firms and Management teams helps get deals done.

**ACCLARO'S SELL-SIDE MARKET STUDIES CAN ACCELERATE TIME TO CLOSE
AND AMPLIFY THE VALUE OF YOUR DEALS.**

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our insights mean business

WE SWEAT THE DETAILS THAT HELP CLOSE DEALS:

CUSTOMIZED RESEARCH AND INSIGHTS

We conduct qualitative interviews, quantitative research and market analysis to figure out how to best tell your story.

UNCOVERING COMPLEX OR UNDEFINED MARKETS

We have decades of real-world expertise that help us define the market in a way that resonates with a prospective buyer. We eliminate false assumptions and pre-conceived notions, crafting a positive and defensible market perspective.

CRAFTING THE STORY

The true story of the company lies beyond the data. From our research, we formulate insights that help us tell a compelling narrative that is easily grasped and embraced.

PATHS AND LEVERS FOR GROWTH

Understanding market opportunities, customer demand and points of differentiation are critical to telling a captivating story. We also provide a roadmap for performance improvement. This is key to getting prospective buyers up to speed and peaking interest in the acquisition.

SPEED AND EFFICIENCY

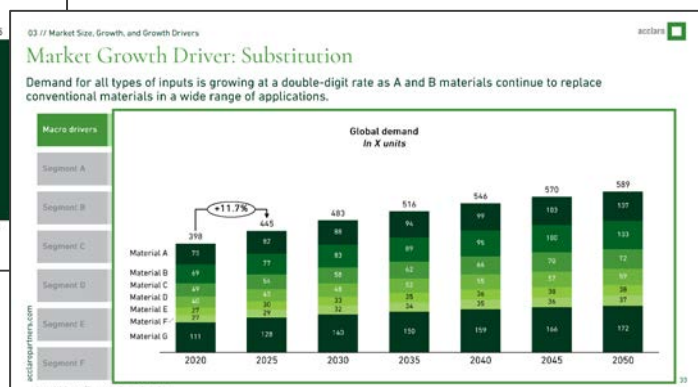
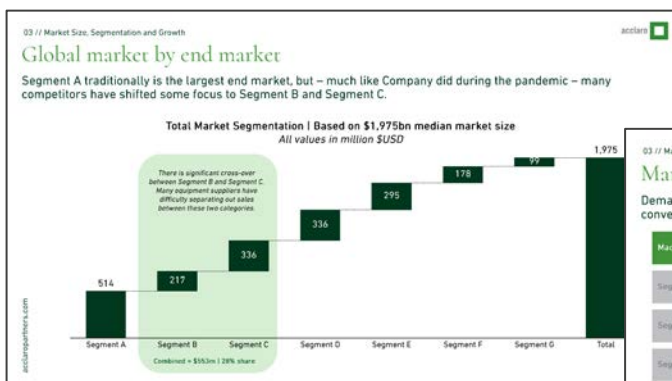
We can develop market analysis in 3-8 weeks depending upon your needs. We serve as your research department throughout the deal process while orchestrating workstreams.

our stories are credible

Our main deliverable is a story with meaningful takeaways that are valuable to you, the management team, and perspective buyers. The in-depth market study includes six core components:



A couple of sample slides from one of our SellSight Market Studies:





get deals done faster

Acclaro not only accelerates your time to close, we help increase the number of bidders and amplify the value of the sale. And our service is second to none.

COLLABORATION AND COMMUNICATION

As we develop a compelling and defensible sales narrative, we will be in close contact to share ideas and progress.

MULTIPLE DELIVERABLES

There are times that the deliverable you want in the data room may not be the same as the document you share with your management. If that's the case, we can prepare two reports – one for management as it prepares for the tough questions from prospective buyers, and one that tells the narrative from a more positive light.

BEYOND THE REPORT SUPPORT

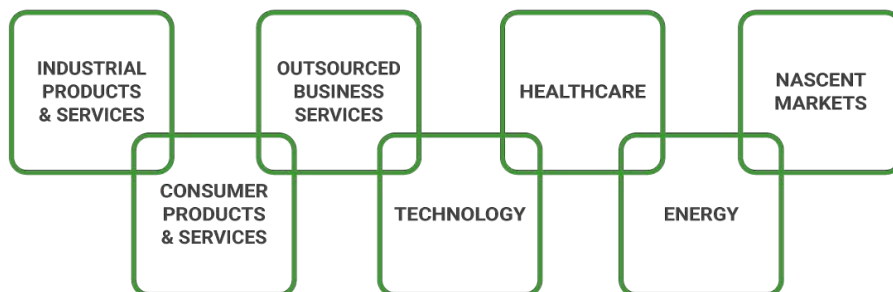
Beyond the Sell-Side Market Study itself, we are here to support your team and get the deal done. We can augment your slide generation efforts and help prepare your team for presentations and the tough questions that may arise. We've got your back throughout the whole process. This support is built into the scope of our engagement.

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KNOW

EXIT

Acclaro is a growth strategy consulting firm that enables our middle-market clients to make better decisions across the lifecycle of a business, from purchase to growth to sale. Leveraging a proprietary suite of research and analytical tools, we create high quality, customized actionable insights that clients can trust. While our focus is on these sectors, we are quick studies with new and untapped markets:



achieve clarity

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