

# Client Background

A well-regarded **QuickBooks Tech company** retained Private Practice Transitions to lead the sale of its business.

More than simply completing a transaction, the priority was to find a buyer who understood the business's real value and could carry it forward in a way that protected both the team and the clients who relied on it.

### INDUSTRY

 **Technology (Quickbooks)**

### ENGAGEMENT TYPE

 **Advisor & Broker**

### PRIMARY CHALLENGE

 **Finding the right buyer while maintaining strict confidentiality**

# The Challenges



## Confidentiality of Sale

The sale process required a high level of discretion to protect staff confidence and maintain client trust throughout the transaction.



## Finding the Right Buyer

It was critical to identify a buyer who recognized the company's true value and could support a thoughtful transition for both clients and employees.



## Getting the Highest Price

Beyond fit, the engagement was focused on maximizing financial return and securing the strongest possible outcome for the business.

# Our Approach

- 01 BUYER IDENTIFICATION**  
Leveraged our extensive network of buyers to identify a strong pool of qualified buyers for the business.
- 02 STRICT CONFIDENTIALITY**  
Ensured the peace of mind of current staff and clients through a highly discreet and secure process.
- 03 STRATEGIC EVALUATION**  
Managed the engagement with a high level of professionalism and care, helping the client assess the strongest fit rather than simply the fastest option.
- 04 SUCCESSFUL MATCH EXECUTION**  
Guided the transaction toward the right buyer, supporting a smooth transition and a strong overall outcome for the business.

# The Results

**\$17.5M**

FINAL SALE PRICE

**97%**

SALES TO ASK

**14 months**

TIME TO CLOSE

*"The combined strengths, leadership, and industry experience of this group makes for an awesome partnership."*

— Justin Farmer, Private Practice Transitions