

# Client Background

A highly respected, long-established CPA firm was preparing for an ownership transition after years of building a loyal client base and dedicated team.

The owner was ready to realize the full value of the business and needed a partner who could **protect what they had built** while **maximizing the outcome**.

### INDUSTRY

 Accounting & Financial

### ENGAGEMENT TYPE

 Strategic Merger / Sale

### PRIMARY CHALLENGE

 Maximizing price while maintaining strict confidentiality

# The Challenges

Selling a professional practice is not like selling a commodity. Three critical objectives had to be met simultaneously:



### Maintaining Confidentiality

Protecting the firm's reputation, staff morale, and client relationships throughout the sale process.



### Finding the Right Buyer

Identifying a buyer who shares the firm's culture and values, not just the highest bidder.



### Achieving Maximum Value

Securing the highest possible price for the practice to maximize the client's return on their life's work.

# Our Approach

- 01 CONFIDENTIAL VALUATION**  
Established accurate market value to guide negotiations and set expectations, while maintaining the highest level of confidentiality.
- 02 EXTENSIVE NETWORK**  
Leveraged PPT's network of qualified buyers to identify the right prospects under strict NDA.
- 03 MANAGED MARKETING**  
Created a professional Confidential Information Memorandum and managed buyer communications.
- 04 NEGOTIATION & CLOSE**  
Guided due diligence, structured the offer to maximize cash, and ensured a smooth closing.

# The Results

**\$11M**

**FINAL SALE PRICE**

**100%**

**SOLD AT ASKING PRICE**

**14 months**

**TIME TO CLOSE**

*“It was clear from the first introduction that there was a significant culture alignment with this combination,”*

**– Justin Farmer, Esq., CBI President & Founder of Private Practice Transitions**