



CASE STUDY: OHARCO + LUTZ M&A

BACKGROUND

Omaha Hardwood Lumber Company dba OHARCO, was ready to sell their wholesale distribution business. They wanted to ensure they received a fair purchase price for the company and needed a better understanding of the selling process. Cheryl Rue, Business Owner, already had familiarity with Lutz, as she had worked with us for over 30 years on the business's accounting needs. She was introduced to Bill Kenedy, Lutz Consulting & M&A Shareholder, for guidance. Bill met with Cheryl to get an understanding of the business, and together they created a strategic transaction plan.

DIFFERENTIATORS

- + Over 20 years of combined experience providing successful transaction outcomes.
- + Unique market-driven, competitive process.
- + Strong, certified internal team.
- + Sole focus on merger and acquisition work.
- + Multiple service lines, tapping into a breadth of specialized skills and knowledge.

OUTCOME

Our Lutz M&A team assisted Cheryl through the entire sale process. From initial negotiation, to signing the letter of intent (LOI) and completion of the transaction, Lutz M&A served as a trusted advisor providing valuable advice and recommendations. In the end, our team was able to help Cheryl successfully sell her business.

"As an accountant and business owner with 20+ years of experience, I questioned the need for outside assistance in selling the business. I quickly learned that M&A is its own world, and having the outside (independent) direction, advice and support of Bill Kenedy was necessary. It was extremely valuable to have someone I trusted to guide us through the process and decisions. He provided the necessary background and outside information that we did not have. Trying to do this without his support would have been a mistake. Since we can only sell the business once, we needed to get it right the first time, and Bill was key in helping us do that."

- CHERYL RAU, CFO/TREASURER