



## CASE STUDY: PROJECT 1776

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# STS ACHIEVED AN EXIT TRIPLE OUR CLIENTS' EXPECTATIONS THROUGH SELLING TO STRATEGICS

STS successfully closed a compelling deal, yielding 135% over the industry multiple norm for our wealth management client. Under STS's guidance, the client increased their owned assets under management by 2.5x to increase the attractiveness of the business to strategic buyers.

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**135%** OVER  
INDUSTRY  
MULTIPLE

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## ABOUT THE CLIENT

The client was a leading wealth management enterprise that offered an enhanced experience for both its advisors and clients. Their business was well-versed in making smaller acquisitions under a unique model and STS was approached to guide them on their Extraordinary Exit.

## THE END RESULT

STS conducted comprehensive research to determine the acquisition criteria and value drivers for strategic buyers. After identifying key players in the industry that would benefit most from acquiring the client's business, STS strategically distributed targeted communications. STS worked with a group of strategic buyers to educate and demonstrate the value of the client's business, which resulted in 7 Indications of Interest (IOI's) from potential buyers. STS then supported their client with the review and assessment of each and the list was narrowed down to choose the strategic buyer that was the best overall fit for the client's business and offered the most favorable deal terms, culminating in a deal value 3x the clients' expectation on enterprise value.

**For more information on how STS Capital Partners can assist in selling your business and make an Extraordinary Exit possible, please contact [ExpertGuides@stscapital.com](mailto:ExpertGuides@stscapital.com) or visit [stscapital.com](http://stscapital.com).**