

VALUE BUILDER STORY: M&A Firm Finds Immediate ROI From The Value Builder System™

BACKGROUND

Founded in 2011, Marigold Resources is an Iowa based M&A firm that provides business owners strategies for a successful exit. As the co-founder and managing partner, Chris Bernard leads business development and referral partner relations. Managing partner and co-founder Todd McGreevy is in charge of all actionable deal flow, including handling offers, due diligence and closing requirements. Together, their collective experience in sales, marketing, motivational speaking, software startups and urban planning make them the perfect duo to guide owners through the difficult road of value building and selling their business.

BUSINESS CHALLENGES

Prior to implementing The Value Builder System™, Bernard and McGreevy found themselves ill-equipped to tackle many potential customers looking to sell their business. In addressing this frustration, Bernard said, ***“Pre The Value Builder System™, we were sending away 100% of prospects because we didn’t have tools that identified their specific weakness with data.”*** Bernard and McGreevy knew that they lacked the mechanism needed to show business owners their current value and their potential value if certain areas were improved.

When it came to assessing prospects, Bernard and McGreevy uncovered an inefficiency in their onboarding process. Extracting data through long interviews, took multiple meetings lasting weeks, with the firm **providing hours and hours of free advice.**

In order to turn away less leads and provide a more powerful service to business owners looking to sell, Bernard and McGreevy needed an all-encompassing value building platform. This tool needed to show owners how to effectively increase the value of their business. Furthermore, Marigold Resources needed to establish a more efficient onboarding process for prospects and customers. With the right platform, Bernard and McGreevy knew that they could increase advisory fees, take on more clients, and eventually grow Marigold Resources.



ADVISORS: CHRIS BERNARD & TODD MCGREEVY

Type of Advisor: Mergers & Acquisitions Professional

Number of Professionals: 8

Number of Years Established: 9+

RESULTS



The Value Builder System™ turned advice Marigold Resources was previously giving away for free into a billable service



Marigold Resources has used The Value Builder System™ to help dozens of business owners have a successful and profitable exit

KEYWORDS

Building Credibility, Becoming the Trusted Advisor

MONETIZING VALUE BUILDER VIA Qualifying and Engagement

WHY THE VALUE BUILDER SYSTEM™

With The Value Builder System™ now integrated into their practice, Marigold Resources have been able to address their concerns, and have also benefited in various ways. To start, Bernard and McGreevy designed a one day workshop called 'A Day in Davenport' that is specifically designed around The Value Builder System™. By diving into the 15-minute Value Builder Questionnaire and its subsequent modules, Marigold Resources have found a way to help business owners fully immerse themselves into the value building mindset, in a short amount of time. The 'A Day in Davenport' initiative has shrunk their previous onboarding process of 6 meetings into a concise, one day program that extracts more valuable information and has become a new billable service.

When describing the effectiveness of this initial meeting, McGreevy said, ***"We use The Value Builder System™ to get business owners the current value of their business, the estimate or future value if certain things are fixed, and a roadmap for success."*** To do this, McGreevy utilizes the Scenario Planning Tool to help owners envision how much more value - sometimes millions of dollars more - they can get back if certain issues are resolved within their business.

When assessing the value of this workshop, Marigold Resources were able to generate an additional \$25,000 in advisory fees. Furthermore, Bernard and McGreevy have closed 5 million dollars in a single quarter, all of which began with a 'A Day in Davenport' session.

Furthermore, The Value Builder System™ has helped extend relationships with clients by 6-12 months. With the often lengthy value building process, Marigold Resources has been able to increase revenue by charging a monthly fee. The combination of the 'A Day in Davenport' workshops and the introduction of recurring revenue proves that The Value Builder System™ can have an extremely high ROI when used effectively.

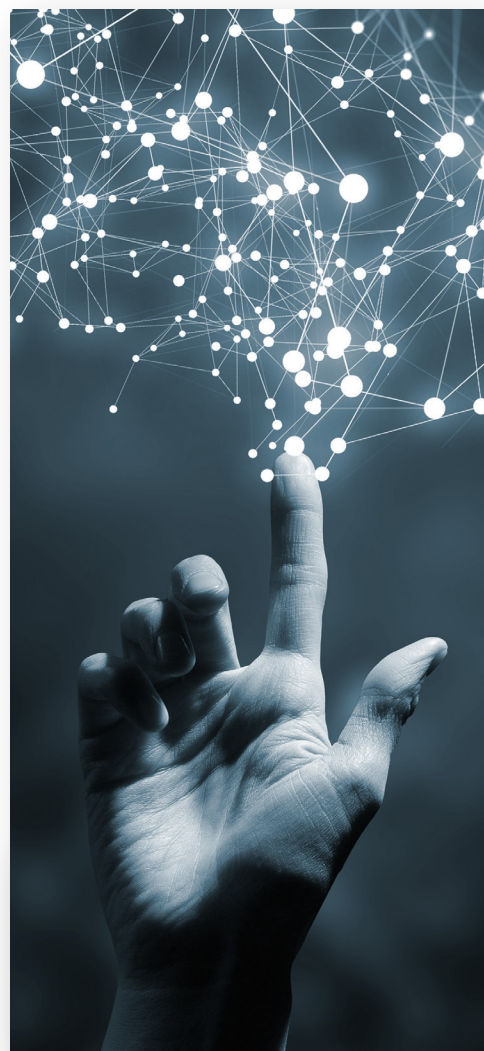
McGreevy recalled an example of how The Value Builder System™ had a tremendous impact on one client. Two years prior to using The Value Builder System™, this business was listed on the market, received many offers, but none of them reached the owner's goal. Fast forward two years and a new strategy in place, McGreevy said, ***"with The Value Builder System™, they now had a quantifiable path, three specific items to fix, and were able to get it done. When selling, they received a 5x multiple on \$1 Million Ebita. It was a superb example of how the The Value Builder System™ can help businesses."***

RESULTS

In a 30 month period from 2016 to 2019, Marigold Resources has helped 22 business owners celebrate a successful exit with The Value Builder System™. Bernard and McGreevy have also found a way to retain customers for up to a year longer, as they work alongside them through the The Value Builder System™ and its simple step by step methodology.

Marigold Resources have also taken advantage of the Nurture Cycle to continue engaging with clients and prospects. With the Nurture Cycle, Bernard and McGreevy are able to send videos, webinars, articles, and whitepapers among other marketing assets - all of which is expertly generated by The Value Builder System™. These emails keep Marigold Resources top of mind, and have resulted in recurring and net-new business. When describing their increasing pipeline of customers, Bernard said, ***"The Nurture Cycle stimulates new customers, as well as conversations with influencers, CPA and financial advisors."*** Not only has the Nurture Cycle helped Marigold Resources get leads, it has been an extremely effective tool for networking and receiving referrals as well.

By incorporating The Value Builder System™ into their practice Bernard and McGreevy are continuing to reap its benefits. Marigold Resources have found new revenue streams with the "A Day in Davenport" workshop, as well as monthly advisory fees. Having achieved a more efficient operation, a repeatable methodology and a steady pipeline of customers, Bernard and McGreevy look to continue using The Value Builder System™ to further expand their business.



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