



# ACQUISITION STRATEGY

## SERVICE OFFERINGS

### ACQUISITION RESEARCH AND GROWTH ANALYSIS

Developing a fact-based understanding of the growth options available to contractors, suppliers, building product manufacturers, architects, engineers, and homebuilders can make the difference between a focused and timely acquisition or growth strategy and a missed opportunity or poor choice. Understanding the right success criteria and the best fit for growth, geographic expansion or acquisition are critical pieces of the puzzle.

Continuum Advisory Group's professionals bring experience, knowledge and judgement to help your team make the right choices in these high risk/high reward decisions.

### MARKET RESEARCH AND ANALYSIS

The most successful organizations make strategic decisions that are informed by specific, actionable market intelligence. Continuum Advisory Group excels in all of the following research areas: geographic growth analysis, new product or service potential, acquisition candidates, competitive analysis, voice of the customer, market sizing and segmentation.

Our focus on construction markets, channels, building product manufacturers, contractors, homebuilders, architects, engineers, and owners allows our team to deliver powerful insights quickly and cost-effectively.



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## CASE STUDY

### THE CLIENT

Large Mechanical Contractor

### THE NEED

The client expressed a need to expand its business geographically in order to provide profitable growth, serve multi-site clients, and continue to add talent to its organization.

### OUR APPROACH

Our team worked collaboratively with the leadership team to execute a two-tiered approach. In the first step, we evaluated more than 20 metro areas for attractiveness, given a set of criteria that we developed with the client. This step allowed our team to prioritize the different areas and narrow the field for step two. In this part of the project, we conducted in-depth analysis of the remaining metro areas, identified potential acquisition targets, evaluated the competitive arena, interviewed potential general contractor and owner clients, and conducted economic analysis and projections. This allowed us to advise the client on the best fit of geography and within that area, the best candidates for acquisition.

### OUTCOMES

the client completed a successful acquisition in a vibrant market that aligned with their key criteria.