

## ACQUISITION UPDATE

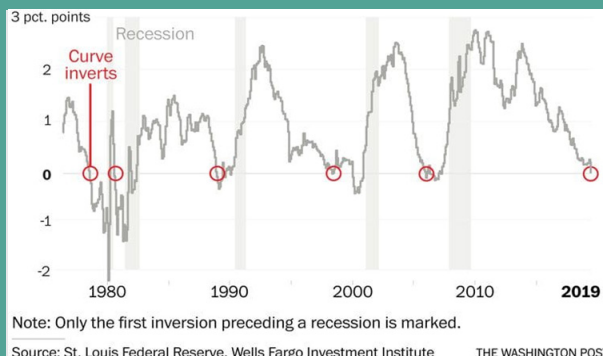
We've seen some major industry acquisitions throughout 2018-2019, and the PCT Top 100 is starting to look a bit different than years past. Most notably is the consolidation our industry is experiencing amongst the larger privately held companies as they sell to the bigger, publicly traded companies. Since the beginning of 2018 we've seen the "Big Four"

(Anticimex, Rollins, Rentokil, and Terminix) all purchase Top 100 companies. Why is this notable and does it matter? This is very notable, as the buying power within our industry shifts with each consolidation at the top. Specifically, consolidation at the top can be a negative for smaller companies looking to sell. Why is that? The large regional companies are

potential buyers in our industry. As these large regional companies sell to the Big Four, we see less competition for the smaller seller in the marketplace. This is one of the reasons I was excited to see Mike Givlin re-enter the Pest Control Industry in 2019 as the CEO for a newly formed company, Certus. Certus joins the Top 100 and is a new potential buyer for sellers.



### KEMP ANDERSON CONSULTING RECENTLY PRESENTED AT THE PCT MAGAZINE VIRTUAL M&A CONFERENCE ON THE TOPIC OF CUSTOMER RETENTION AND IMPROVING PROFITABILITY



We kicked off the presentation by discussing a recent economic topic that's been in the news; an inverted yield curve. An inverted yield curve usually signals trouble. Historically, when the yield on 10-year Treasury bonds dips below the yield for 2-year bonds, a recession has followed. Customer retention is the single greatest opportunity to increase profitability in a recession. When we

hear people talk about customer retention, we often hear them talk about customer loyalty. Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or service. Customer retention is a measurement of customer loyalty. A small increase in customer retention (5%) would have a big effect on increasing profit (25% or more). Why is this? Loyal customers are less expensive to serve than new customers, they generate more referrals, are willing to buy more services

because they trust the brand, and have a higher lifetime value. Our industry averages an 82%-87% retention rate for residential pest control, 94% retention rate for commercial pest control, and 90%+ for recurring termite control. Calculating retention is easy. Let's assume you want to calculate your retention rate for September. You take the number of customers that you have at the end of September and subtract the number of customers acquired during September; then divide that number by the number of customers at the start of September.

$$\text{Retention Rate} = \frac{\text{Customers at end of month} - \text{Customers acquired this month}}{\text{Customers at start of month}}$$

Once you know your retention rate for each month, you can look for ways to improve retention.

To get all of the details from this presentation, visit [www.KempAnderson.com/presentations](http://www.KempAnderson.com/presentations).

## OUR TEAM

### KEMP ANDERSON – [kemp@kempanderson.com](mailto:kemp@kempanderson.com) • (407) 466-5859

Kemp Anderson is the driving force behind Kemp Anderson Consulting. The business provides expert navigation to business owners and executive leadership on a number of initiatives including Divesting and all M & A development through post-integration activities, business strategy and implementation, due diligence when buying, selling or investing in any business, as well as transaction negotiation, negotiating from a seat of experience and knowledge, practicality and savvy personal presence to deliver the best value for all clients. Working tirelessly in the residential and commercial services industry sectors, Kemp works with private and public companies as well as private equity firms to drive growth and deliver increased profits.

Kemp possesses a keen vision of how to successfully run a business and reinforces his actions with financial expertise, common sense, and leadership capabilities including how to motivate, develop and manage employees to align with the goals of the enterprise and share in the rewards of success. Kemp has owned and operated his own company's, so he understands the challenges of day-to-day business, and yet can look at operations from a strategic perspective to guide future actions needed to stay current, profitable and in business.

Previously Kemp was the VP Business Development at Scotts Lawn Service (SLS), a division of Scotts MiracleGro (NYSE: SMG), the world's largest

marketer of branded consumer lawn and garden products. His responsibilities included leading all merger and acquisition (M&A) activity, developing new service lines, growing existing service lines, as well as the expansion of the franchise operations including service offerings and growth in a new geography.

As a business leader with SLS, he delivered an acquisition in less than 2 years of the defined strategic initiative. It was the 56 largest pest control company in the US launching Scotts into an entirely new service sector. Additionally, in 2013-2015, he was responsible for and grew the franchise network of over \$65MM in domestic revenue with 1,000+ employees to the largest organic growth in over 5 years for the enterprise. He also spearheaded new consumer service program offerings that produced record new service line revenue and profits for the enterprise.

Prior to joining SLS, Kemp was Director of Acquisitions for Rollins, Inc. (NYSE: ROL), parent of Orkin, responsible for expanding the company via merger and acquisition activity throughout North America and the Caribbean. In that role, he led Orkin into Puerto Rico and USVI helping take the organic footprint International.

At Middleton Lawn and Pest Control, Inc. (NASDAQ: SNR, a holding of Royal Palm Capital Partners – a PE Firm), Kemp was both Director of Business Development and Manager

of Legal Affairs. He was responsible for growing the company organically and via acquisitions, with oversight and negotiation of all acquisitions. The entire enterprise doubled in 5 years. As Manager of Legal Affairs, Kemp oversaw M&A, customer, and employee-related legal action as well as facility and environmental oversight to approximately 30 locations regarding leases and environmental guidance. As Founder and President of America's Pest Solutions and NOT1BUG.COM, he started and built a pest control and termite company from the ground up, offering the consumer a choice between conventional home services or do-it-yourself products purchased via an internet site, shipping products to the 48 contiguous states in the U.S., Mexico, and Canada. This endeavor included privately funded M&A activity.

He began his service industry experience at Sears Termite and Pest Control in Branch Operations, then Customer Service Leadership, District Operations Management and Leadership and later Director of Business Development company-wide. This is where Kemp first worked in M&A leading an effort to expand with patented products and processes from Australia. Kemp holds a bachelor's degree in Political Science from Rollins College (92) as well as an MBA from The Roy E. Crummer Graduate School of Business at Rollins College (94). Kemp and his wife live in Florida and are the proud parents of four sons.

### THERESA CHILDS – [theresa@kempanderson.com](mailto:theresa@kempanderson.com)

For nearly a decade, Theresa was the Brand Manager for Rollins, Inc. a premier global consumer and commercial services company (NYSE: ROL). Rollins provides essential pest control services and protection to more than two million customers from more than 700 locations around the globe. Theresa held marketing responsibilities for several wholly owned subsidiaries including Orkin LLC., Critter Control, Inc., and Trutech LLC.

Her responsibilities included creating brand affinity among target consumers while improving sales and market share, leading content strategy and execution, managing the development and maintenance of iPad sales applications, and she was a member of the new product development team; bringing new concepts, services and service enhancements to market. During her tenure at Rollins (2008 – 2017) there were 9 consecutive years of improved earnings, 12 major company acquisitions in the US and overseas, and the rollout of 5 major enterprise-level sales applications.

Prior to Rollins, Theresa worked in several marketing agencies. Her clients included The American Diabetes Association, Home Depot, Paralyzed Veterans of American, BellSouth, the State of Georgia, American's Second Harvest, SunTrust, Coca-Cola, Solvay, Merck, Arby's, Cracker Barrel, Cingular Wireless, Philips Electronics and Cox Communications.

Theresa holds both a bachelor's degree in Graphic Communications (2003) and an MBA (2016) in Entrepreneurship and Innovation from Clemson University. She and her family split their time between Greenville, SC and Atlanta, GA.

# TERMINIX ACQUIRES HOMETOWN PEST CONTROL

**Hometown Pest Control, Delray Beach, Fla., is a PCT Top 100 firm that generated \$7.6 million in 2017 revenues.**

DELRAY BEACH, Fla. — Terminix announced the acquisition of Hometown Pest Control, Delray Beach, Fla., a PCT Top 100 firm that generated \$7.6 million in 2017 revenues. The deal closed on April 30 and terms were not disclosed.

“Hometown built a fantastic business on great customer service and we’re happy to have them on our team,” a Terminix spokesperson told PCT.

Hometown was founded in 1997 as a one-man operation by former insurance salesman Sal and Addie Yanello. The Yanellos relocated to South Florida from their native New York in November 1992, with plans of selling insurance. However, Florida was recovering from Hurricane Andrew (which made landfall in August 1992), so the Yanellos changed course. Sal got licensed and began working for a family member’s pest control firm. About four years later, in March 1997,

the Yanellos launched Hometown Pest Control from their home.

Hometown Pest Control’s growth was accelerated by the South Florida construction boom of the late 1990s/early 2000s. “We concentrated on homeowner associations and property management firms in South Florida — treating properties in gated communities that could have 500 to 1,000 homes,” Yanello recalled.

Also key to Hometown’s growth was the addition of general manager Rafael Rico, who joined Hometown 18 years ago. Rico has helped automate the office and raise its online presence (e.g., HomeAdvisor, Google Reviews, etc.), allowing Sal Yanello to concentrate more on sales and big-picture planning.

As the Yanellos were charting their future (Sal will be 67 in June) they

began exploring M&A opportunities and determined that Terminix would be a good strategic fit. “They wanted us to stay as a stand-alone operation and keep everyone in place, and that was important to us,” said Yanello, who added there might be growth opportunities for Hometown employees since the company specializes in lawn & ornamental work — a segment he says Terminix is looking to grow.

Hometown will continue to operate under the Hometown brand; Rico and Sal Yanello are staying on board for the immediate future, while Addie Yanello is retiring to focus on the Yanello’s real estate interests.

Kemp Anderson, Kemp Anderson Consulting, represented Hometown in the transaction.



Pictured, from left to right, Jay Brown, Terminix; Sal and Addie Yanello, Hometown Pest Control; David Katz, Terminix; Rafael Rico, Hometown, Pest Control; and Kemp Anderson, Kemp Anderson Consulting

I was an expert at running a pest control company... I'm so glad that I hired an expert to help me sell our business. Kemp's expertise was invaluable during Hometown's acquisition to Terminix. He helped us prepare for the sale, walked us through the entire process and negotiated for the things that mattered most to my family. I am so grateful for his expertise and guidance throughout this process; he's an invaluable asset to have on your team if you're planning to sell."

~ Sal Yanello  
Past Owner,  
Hometown Pest Control

# CERTUS ENTERS PEST CONTROL MARKET WITH PAIR OF ACQUISITIONS REPRESENTED BY KEMP ANDERSON CONSULTING

We've seen some major industry acquisitions throughout 2018-2019, and the PCT Top 100 is starting to look a bit different than years past. Most notably is the consolidation our industry is experiencing amongst the larger privately held companies as they sell to the bigger, publicly traded companies. Since the beginning of 2018 we've seen the "Big Four" (Anticimex, Rollins, Rentokil, and Terminix) all purchase Top 100 companies. Why is this notable and does it matter? This is very notable, as the buying power within our industry shifts with each consolidation at the top. Specifically, consolidation at the top can be a negative for smaller companies looking to sell. Why is that? The large regional companies are potential buyers in our industry. As these large regional companies sell to the Big Four, we see less competition wanting to purchase smaller sellers in the marketplace. This is one of the reasons I was excited to see Mike Givlin re-enter the Pest Control Industry in 2019 as the CEO for a newly formed company, Certus. Certus joins the Top 100 and is a new potential buyer for sellers.

**SEATTLE, Wash.** – Certus, a new entrant into the pest control market, today announces it has completed its first two acquisitions: Seattle area pest control firms Eco Elite Pest Control and Mathis Exterminating. The firms together employ about 100 people and will have combined revenues of \$10 million.

**CERTUS BACKGROUND.** The formation of Certus was the brainchild of CEO and cofounder Mike Givlin, a former executive with Steritech and Anticimex U.S. Givlin, along with Ben Kaplan, former CFO of Anticimex U.S., researched more than 100 private equity firms — meeting face-to-face with 20 of them — before choosing Imperial Capital Group (ICG), a mid-market private equity firm based in Toronto. "We determined that Imperial was a great group of individuals with priorities in the right place," Givlin told PCT. "It was a company that could help us reach our goal, which is to make it in the top 5 on the PCT Top 100 list in the next 10 years."

With 30 years of investing history, including 26 past and current platform investments, hundreds of add-on acquisitions, and more than \$1.5 billion of assets under management, ICG is currently investing from its recently launched Fund VII with \$650 million of commitments.

"Entering the pest control industry made a lot of sense for us given the attractive industry dynamics and the fit with our investment expertise," said Gene Shkolnik, principal at ICG. "Our expertise is people; partnering with a strong industry leader like Mike Givlin is an investment we are excited to make. Beyond people, we think Certus has many distinctive advantages that other acquirers cannot offer, which will ultimately make us successful."

Givlin said Imperial Capital had previously shown an interest in the pest control market, but had not found the right fit; Certus checked off most of their boxes, he added. ICG does have experience with route-based businesses, including Gateway, a pet cremation business.



Newly formed company acquires Seattle area firms Eco Elite Pest Control and Mathis Exterminating.

**ACQUISITION STRATEGY.** The Certus strategy is to make majority investments in leading regional pest control companies; existing leadership will continue as owners and partners. Transactions include cash on closing, as well as shared equity in Certus for the go-forward regional presidents who will be tasked with leading their regional growth both organically and through "bolt-on" acquisitions.

While Certus has plans for national expansion in late 2019, it currently is focused on partnerships on the West Coast of the United States. "We liked the West Coast. There are a lot of great [PCOs] but there are not a lot of big, regional players. We think there are

[PCOs] interested in selling, but they might not be interested in [selling to] one of the bigger ones," Givlin told PCT.

To explore West Coast opportunities, Givlin turned to consultant Kemp Anderson, Kemp Anderson Consulting. Anderson connected Givlin with Eco Elite Pest Control and Mathis Exterminating.

On April 30, Certus closed the acquisition of Mathis Exterminating. Damon Martin founded the company in 1992 and has been offering pest control services in the cities of Seattle, Tacoma, Olympia and Bremerton, Wash. Mathis is led by CEO Elmer Bensinger, who is past president of the Washington State Pest Management Association (2016).

One day later, on May 1, Certus announced the acquisition of Eco Elite Pest Control, which was founded in 2008 by current owner, Brandon Bradshaw. Eco Elite serves Washington's King County, Pierce County and Snohomish County, including the cities of Seattle, Bellevue, Tacoma and Kent.

"When I first connected with Kemp, I was not looking to sell my business; I was just trying to get a better understanding of what it was worth," said Bradshaw. "But after meeting with Mike, and hearing the Certus vision, I realized this was not only a great opportunity for myself, but also for all of my employees."

Givlin said the two pest control companies complement each other well.

"They are quality companies that share our values of honesty, integrity and commitment to people. Where one company has a weakness the other has a strength," he said. "We think they are a natural fit to combine forces and make for a good platform company for us."

# TOUGH JOB

Selling your business is difficult even in the best of situations. One mergers and acquisitions consultant shares five reasons why he thinks PMPs shouldn't attempt a for sale by owner (FSBO).

Most successful entrepreneurs are self-driven, self-reliant and creative. We learn to increase sales and our number of customers as well as save money and increase profits. We are confident and learn to do things because there is no one else to do them. But just because you can do it yourself, should you?

Your pest management business is likely your largest and most valued asset. Is selling your largest asset a "do-it-yourself" project? Selling a business can be complicated, often involving all aspects of the business — human resources, IT, operations, finance, real estate, your fleet of vehicles and so on. Experience in selling your business literally can be the difference between hundreds of thousands or millions of realized dollars. You can benefit greatly from bringing in experts to help you throughout the selling process.

What follows are five reasons why I believe you shouldn't attempt to sell your pest management business on your own.

## 1. Maintaining Confidentiality

This is a basic component of any sale. Maintaining confidentiality is essential when selling your business. If you represent yourself, how will you maintain confidentiality and vet potential buyers without revealing your identity? You can't. And the more people who know you are selling the more vulnerable your business becomes and the less it ultimately will be worth. It's critical that your employees, customers or competitors don't know you're selling. You need an intermediary between you and the buyer — a representative who is not involved with the business and qualifies potential buyers.

## 2. Finding the Best Buyer

Often a business owner sells to a buyer

who approaches him — but that might not be your best option. In many cases, they are savvy business owners and experienced in mergers and acquisitions or business development executives looking to buy a business on the cheap. These savvy, experienced, educated buyers want you alone and without representation. Why? It makes you a "soft target." Having representation levels the playing field and ensures you're negotiating an appropriate and premium offer for your company.

## 3. Focus on Running Your Pest control Business

Selling a business takes a LOT of time! Preparing the business for sale, including creating marketing presentations, attending buyer meetings, performing due diligence, and reviewing contracts/supporting documents all take time. Dealing with multiple buyers takes time. Meanwhile, you're trying to run the business and live your life. From preparation to close, the average business takes 4 to 12 months to sell. Do you really have the extra time to spend hours, days, weeks and months selling your business? While you are doing that, is your business suffering? If your business suffers during the process, offers likely will decrease as well. Buyers want the business to be healthy and growing versus fragile and distracted.

## 4. Expertise and Experience

Selling a business requires many different types of expertise and skill sets. You need to have good relationships and contacts with potential buyers, a deep understanding of financial statements and how businesses are valued, the legal process involved when a business is sold, when to involve an experienced merger and acquisition (M&A) attorney and more. You may have a great attorney and accountant, but they do not have the same expertise

as an experienced business consultant or representative when it comes to selling a business. Business consultants, CPAs and attorneys all have different educations, experiences, rules and ethics when involved in an acquisition. The most lucrative deals occur when sellers assemble a comprehensive team of experts that market, negotiate and sell the business.

## 5. Unintended Consequences

They have a saying in poker that the best way to conceal your hand is with your face. If you don't have business acquisition experience (buying AND selling), high level, slow incubation sales experience, then it's easy to unintentionally give away your hand. The result is that buyers will find opportunities to pay less for your business. The right representative will be motivated and involved but not emotional about the sale. Since it is a business representative's job to pursue buyers, earnestly following up on every conversation doesn't send the same message it would if coming directly from the seller. Further, buyers will be required to deal with the representative you hire.

**FINAL THOUGHTS.** Mergers and acquisitions are complex. Successful transactions require expertise well beyond what the average business owner has. Your M&A representative will help prepare the business for all aspects of the transaction; they are your experienced resource in all phases. They market you and the business, they negotiate on your behalf, support due diligence, closing and integration. If you have little or no experience in the process of selling, why try to do it alone?



I had no idea what all was involved with selling my pest control company...Kemp has been in the industry a long time and knows all the buyers on a first name basis. With his help, I was able to sell my business for about 30%-40% more than expected. In addition to that, I made a true lifelong friend.

~ Brad Parker

# 10 TIPS FOR PREPARING TO SELL YOUR BUSINESS

As a pest control business owner, you typically start the business from the ground up. You secure a truck, some needed equipment, materials and supplies, and along the way, you build the business...

There are an estimated 20,000 pest control companies in the United States and an estimated 40,000 pest control companies in total around the world. Many companies begin similarly, with hopes to build the business, take care of one's family and do well locally, or maybe even grow bigger with multiple locations in multiple states. In the end, many pest control businesses will change hands (sell) and most will sell to a company that is a regional or national firm. Most if not all of those buyers have experience buying. However, most pest control owners do not have experience selling or even getting ready to sell. What are a few things you can do to prepare to sell and increase the value (selling price) along the way?

The sale of your pest control company is not the same as selling a house or a car. There are many things you might consider and several steps you might take prior to taking your business to market. Making some strategic decisions prior to selling will help you achieve the highest possible value and offer for your company. Consider these 10 tips:

## 1. Prepare Early

Time is the friend of the seller. If you are in a hurry to sell, you will lose leverage, value and possibly control of the deal. The more advanced preparation, time and consideration you put in to preparing to sell typically translates to the business

being prepared for the process. When the business is prepared for a sale, everybody wins (buyers, sellers, customers and employees) and the process is smooth. This is all about details — especially financial preparedness (including sales, profit, profit and loss statements; balance sheets and more). You want to be able to demonstrate to any buyer the business is well run with many best practices in place.

## 2. Separate Family Issues from Business Issues When Possible

When it is time to sell the business, can you solve any outstanding family issues up front? Can you address hidden family issues where possible? This can include such items as:

- “Non-productive payroll.” Is a spouse or child on payroll but he or she does not really work in the business?
- Are there “excluded assets” around the business? Some sellers have personal assets around the business they will want after the sale. Buyers will see all kinds of personal possessions laying around such as old cars, boats, pianos, memorabilia, hunting and fishing gear and so on. Getting the workplace free of personal items wherever possible will help the seller.
- Working to clean up and restructure family expense habits (travel, eating out, memberships and so on) will help the selling process and will help buyers clearly see the financial strength of the company.

## 3. Be Able to Articulate History, Culture and Vision

Being able to tell your story is important and it adds value to your sale. Helping buyers understand the history of the company, the current culture and the vision will help put the buyer at ease.

- The history of the company is important. How did you start? Why did you start? Who helped? What are the milestones? How did you fund the start and growth of your company? Why are you selling? What will you do next? Why? Believe it or not, your story is critical to your sale. Understanding your history helps buyers continue with your business in the future. You might be wary of a buyer that does not want to hear your story.
- For some people “company culture” seems fuzzy. What values drive the company? It is important that sellers can articulate the culture of the company they are selling and it is also equally important to the transition after the sale that the buyer shows interest in it.
- What is the company vision if you don't sell it? It is typically important to most buyers that the seller stays engaged with the business all the way to the day of close. To that end, the seller's vision for the future and a history of consistent growth is important.

## 4. Does the Business Have a Team in Place?

Sometimes it is difficult to remember, but you are selling the company, not you. In fact, in most sales, the seller



“Kemp and Theresa were simply wonderful to work with during the sale of my business. Selling a business is a very complicated matter, but they made things much easier. They are experts in their field and know exactly what to do, what to say, and what to expect. I would recommend them to anyone looking for assistance in selling their business.”

~ Brandon Bradshaw

will “transition out” of the business sometime in the first year after the sale. Most prospective buyers really want to see a strong management team in place. Do you have a reliable team and/or a strong supporting cast? Do you have a supervisor, sales leader, lead administrator, renewal coordinator, etc.? This is important because it indicates the business is not simply reliant on one person (you).

#### **5. Keep Control of Controllables and Costs**

An average pest control company has most of its costs in payroll, fleet, and materials and supplies. As you are preparing to sell, it is important to stay focused on whatever your controllables are and try to keep costs down and profit in line.

Another thought is what some buyers and their attorneys call “material change.” Buyers, and especially buyers’ attorneys, do not like to see change in the business during the process. This can mean you probably may not want to run out and buy new trucks or expensive computer systems since assets are typically sold and delivered to buyers “debt free.” Once you engage in the letter of intent with a buyer, the buyers want to know about any changes.

Keep an eye on costs before and during the sale. The buyer will certainly be looking.

#### **6. Keep Strong Financial Control**

How often do you meet and talk with your financial leader (CPA, CFO or accountant)?

Having a good financial person to guide you and the business is important as are strong financial controls on the business. It is also important that the seller have a good understanding of the business. This would include being able to have a general discussion of the P&L, balance sheet (A/R, debt and so on), bank statements and tax returns. Simply being able to describe your business financial process and health is important and will add value.

#### **7. Understand Your Customer Concentration**

Residential? Commercial? Pest? Lawn? Termite? Other? It’s all important to know. What is the mix of your largest customers? This is another indication of risk.

#### **8. Offer Buyers a Realistic and Supportable Forecast**

Many buyers will value a seller’s business on future cash flows and or future earnings. So, sellers will hopefully be able to demonstrate a history of growth in revenue and profit. Further, sellers

should consider having a realistic forecast for their business. This shows buyers the seriousness and points to the credibility of the business, quality of the business and focus of the seller. Your financial leader should be able to produce this for any business at a minimal expense.

#### **9. Working Capital: Understand It, Manage It and Embrace It**

Working capital is a financial metric representing the operating liquidity available to a business. Why is working capital important? If a company’s current assets are less than current liabilities, a company may have a working capital shortfall, also called a working capital deficit — and that’s not good. This probably means the company cannot pay off its short-term debts — also not good. If cash from operations is low, then the company may be in financial danger. This is not a desirable position to be in when considering a sale. Positive working capital is needed for a pest control company to be able to continue its operations. Fortunately, most pest control companies typically have very strong working capital. You need working capital not only to be able to pay off short-term debt but also cover unexpected expenses, investments and to stay in business.

Working capital is an indication of the health of the business in general. Typical current assets that are included in the net working capital calculation are cash, accounts receivable, inventory and customer pre-paid accounts minus accounts payable. So the formula for your pest control business could look like this:

$$\text{CASH} + \text{AR} + \text{Inventory} + \text{Pre-pays} - \text{AP} = \text{Working Capital}$$

#### **10. Consider Seeking Professional Advice**

Representation from seasoned advisers can provide you and the business transaction/sale with sizable savings and significant value. Having experienced guidance from merger and acquisition professionals will help you build a “team” for your sale. Most sellers look at this as a pure expense. Why not look at it by asking, “How much more value to the transaction can this add?” This “team” includes but is not limited to CPAs/accountants, tax experts, attorneys who have done business sales and transactions, and other advisers to help you

get ready to sell and represent you and your company through the entire selling experience. Each has a valuable role in the process of preparing to sell and selling your pest control business and each should provide you with different perspectives and expertise in their areas.

The SCORE Association ([www.score.org](http://www.score.org)) is a non-profit association for entrepreneurs and a partner of the U.S. Small Business Administration. SCORE estimates the sale of a small business may take between six months and two years. In the pest control industry, two years is excessive; however, six months is not. This is a process; it does take time. Sellers who prepare to sell typically sell for more than those who do not prepare.

**FINAL THOUGHTS.** Selling your business will take time and planning. It is emotionally draining for many so preparing in advance helps. While understanding the value of the business as you venture in to the market is critical, today’s hot market, and support from a seasoned team of professionals with acquisition experience can help you through this difficult task. It also may be possible to receive free counseling from your local chamber of commerce, in-person or online seminars, local workshops or internet research.

In the end, the day you close on the sale of your business should be a celebration of your newfound freedom and time — and the large amount of money in your bank account. If you prepare, you will maximize what is typically a once-in-a-lifetime event.

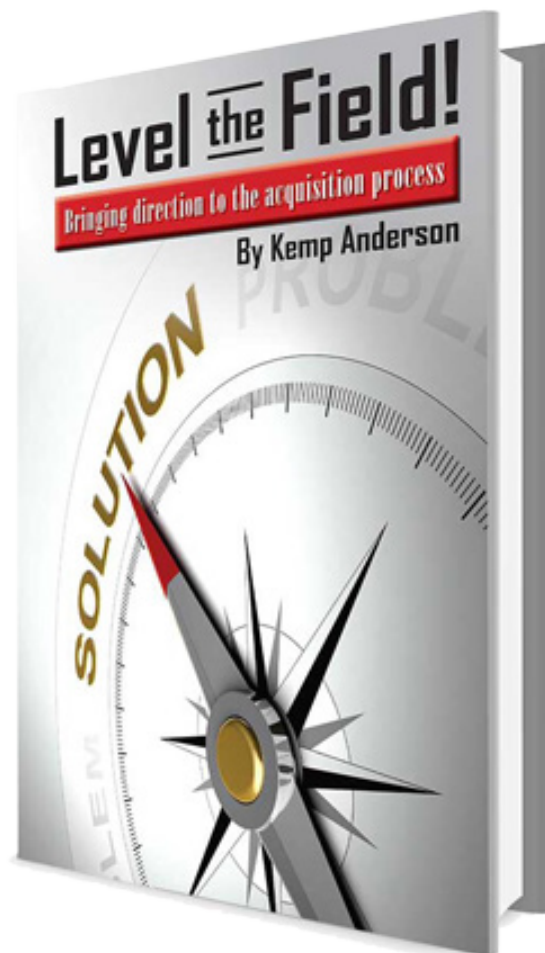
“I reached out to Tim Hulet and he referred me to Kemp Anderson....I did not know at the time, but the referral was going to change my life. Kemp’s knowledge of the industry is unsurpassed....He will work tirelessly on your behalf....I got two things out of this sale. One was an incredible deal put together by Kemp...The second was a friend for life”

~ Gary R Maschmidt  
Past Owner, Gary’s Quality Pest Control

“Kemp brought us together with a like minded company that can take the company and our employees to the next level. Kemp’s professionalism, connections and abilities are like mind blowing. We’re just so excited! Still in shock on how strategically you made this happen for my family and McCall Service.”

~ David Nelson  
Past Owner, Nelson’s Pest Control

# NEW BOOK: LEVEL THE FIELD BY KEMP ANDERSON CONSULTING



If you're ready to sell your business or just beginning to think about it – this is a **MUST READ!**

As a longtime M&A consultant in the pest control industry, I know the world of mergers and acquisitions is exceptionally complex and never easily navigated. If you are going to have any chance of selling your most valuable asset at the right time for the most money then planning, preparation and knowledgeable counsel are required!

Kemp has taken years of wisdom and experience (on both sides of the transaction), professionally updated the original edition of Level the Field! and shows you exactly how to get the money you have earned.

A compass is a device used to determine direction. At Kemp Anderson Consulting, we're bringing direction to the acquisition process. Most people build and sell one business in their lifetime. As a result, most people do not have experience in Mergers & Acquisitions. We can help. We know and understand the process well.

## KEMP ANDERSON CONSULTING:

Web: <https://kempanderson.com/>

Phone: (407) 466-5859