OAKLYN CONSULTING

BUSINESS ADVISORS

WHEN YOUR CLIENT ASKS ABOUT SELLING, HAVE AN ANSWER

Your clients come to you for growth, financing and planning. When the question turns to selling, buying or bringing in an investor, Oaklyn Consulting is the transaction advisor who takes small deals seriously.

The question outside your lane



“Someone wants to buy my business”

An offer arrives, and the owner has no idea what the business is worth.



Too small for a banker

Below every success-fee banker’s floor, so the owner gets a polite brush-off.



Buying a business

A first-time buyer with financing in motion and nobody checking the deal.

Your clients trust you with the question. They need a credible answer, whatever the size of the deal.

Send us the client who...

No minimum deal size.
Scoped to what the owner can carry.

Investment bankers working as consultants. Billed by the hour, and limited in scope when that is all the owner needs.

- **Received an unsolicited offer and has no idea what the company is worth**
- **Is too small for a traditional investment bank to take on**
- **Needs investment banking or business brokerage services now, and is frustrated that they can't access traditional providers that they feel comfortable with**
- **Needs a partner bought out, or a successor brought in**
- **Needs capital and the bank has already said no**
- **Is mid-deal and stuck**

Built to fit how you work

Hourly billing and no commission, so the advice serves your client.

Clean referrals

Nothing paid to you, nothing owed. A credible name for your referral list.

Honest at any size

Every owner gets a real answer, even when it is “you can do this yourself.”

Outcomes you report

An acquisition keeps a business and its jobs running. A raise brings in capital.

Workshops for clients

Frank teaches your clients how to sell or buy a business, at your center.

We make you the advisor with an answer for every question your client brings.

How a referral works

1

Your client asks

About an offer, a sale, a purchase or an investor.

2

A first conversation

Frank talks with the owner to see what they need and what help is worth paying for.

3

Scoped to budget

Hourly or limited-scope, agreed with the owner up front.

4

You stay informed

Updates on your client's deal, so you can see and report the outcome.

Ten years of crucial capital decisions

200+

Clients advised

4,000+

Stakeholders served

200+

Transactions led or advised by our founder

$7B+

In financings and mergers led

Five-star client satisfaction rating. Mergers, acquisitions, capital raises, recapitalizations and joint ventures for founder-owned, family-owned, venture-backed and nonprofit organizations since 2016.

Small businesses, real outcomes

FERGUSON ANIMAL HOSPITAL

Local vet practice

Since 2001

founder-built practice

A 20+ person practice in Bristol, Tennessee. Oaklyn Consulting negotiated the business terms of its acquisition by VetEvolve. The practice continues under its own name, with the founder staying on as a veterinarian.

TOO SMALL FOR A BOUTIQUE

Distribution company

$15M–$20M

in sales

The owner wanted to run his own sale. We backed him with bid analysis, targeted outreach and negotiation counsel. Sold to a long-hold private equity fund.

AN OFFER ARRIVES

Family medicine practice

3 options

roll-up, hospital or independent

We quantified every path so the doctors could judge a roll-up offer. The offer was solid, and they chose independence. Our advice never bends toward a close.

Hear it from owners and partners

> *You need someone that's going to pilot this through with you, as sort of the copilot, and your mentor and advisor.*

Eric Fulmer, CEO, ShotFlow

> *If you're on the fence, I would say meet Frank and his team. I would recommend him to anyone who is considering selling their company, even if they're just exploring their options.*

Al Hemond, CEO, Professional Disability Associates

> *You give your time generously and are a competent and trustworthy resource at a time when many business owners are skeptical of advice.*

Referral partner

> *You are very knowledgeable and explained your model transparently, even offering that you were probably not a good match. That is rare.*

Referral partner



For your clients: How to Acquire Your First Small Business in 4 Steps, at oaklynconsulting.com

Industries we work in

Industry-agnostic, with closed transactions across these sectors. NAICS 2022 codes for your records.

31–33	Manufacturing
513210	Software and technology
23	Construction and trades
62	Healthcare services
42	Wholesale and distribution
54	Professional services
72	Hospitality and food service
48–49	Transportation and logistics
81	Consumer and personal services
624	Nonprofit and social services
22	Utilities and energy
541810	Media, marketing and events

Bankers on your clients' side of the table



Frank Williamson

Founder & CEO

- Harvard Business School MBA
- Led or advised on 200+ transactions
- Led $7B+ in financings and mergers
- C-level executive or board member for 10 organizations



Rob Tyndall

Managing Director

- 20+ years as an M&A investment banker
- Built and led new investment banking practices at larger banks
- Execution lead at boutique M&A advisory firms
- Former management consultant at Bain & Company

OAKLYN CONSULTING

ADD OAKLYN CONSULTING TO YOUR REFERRAL LIST

Tell us about a client weighing a sale, an offer or a purchase.
Or bring Oaklyn Consulting to your center for a workshop.

SCHEDULE A CONSULTATION

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