



## Case Study: Generation Transfer

### OVERVIEW



After eighty years of business, a generational transfer forced a family business into bankruptcy due to the debt being purchased by an investor group in a distressed sale of the senior secured lender. The Company needed someone with experience in negotiating skills along with the ability to educate the family on the process and alternatives. CSuite was called in by the investor group that acquired the business debt to help with the plan of reorganization.

### CHALLENGES



- Educate the family to understand the reality of the situation.
- Discuss alternatives and options with the family regarding the business.
- Identify the value of the existing business.
- Identify the team who can run the business moving forward.

### SOLUTIONS



- CSuite's experience and communication allowed them to educate the family on the status of the business and evaluate the risks of keeping or selling the business.
- Assist and educate the family through the bankruptcy process.
- Provide a realistic go forward business plan.
- Manage cash flow.
- Work with the lender during and post-sale to achieve the value of the business.

### RESULTS



CSuite was able to navigate the transition and help the family understand the financial implications of the decision. During the process, CSuite was able to work with both the family and lender for a successful exit by the family. Additionally, the family was able to secure assets for their future. CSuite continued to work with the lender to market the business for an eventual sale to a major international corporation.