

November 5, 2020 – Strategic Exit Advisors (SEA) is proud to announce that we successfully closed the sale of a Direct-to-Consumer Building Products Company to a Strategic Buyer.

Our client, the Seller, has revamped the way building products are designed, built, and shipped throughout North America from a single manufacturing facility. The company's digital marketing approach has transformed the traditional model utilized for the distribution of building products.

Under new ownership, the company continues to operate with existing management and all of its employees, including the previous owner. With this transaction, the company is positioned to accelerate the rapid growth of its product lines and to acquire additional lines adaptable to the company's proprietary digital platform.

Tony Parisi, Managing Director, led the sale process for SEA. He reflects on navigating the market during the pandemic, "We adapted the sell-side process for our client when the crisis struck. We were fortunate to work with a client who responded to the pandemic in an agile and effective manner and with a buyer that was similarly resilient. After a short pause, we completed the sale in a timely period with a great result for both parties."

All details of the transaction remain confidential at this time. SEA will release additional details as permitted by both parties.

About Strategic Exit Advisors: SEA is an investment bank focused on mergers and acquisitions in the Life Sciences, B2B Services, and other industries, helping entrepreneurial companies with revenues of \$5 to \$100 million. SEA delivers the same rigorous M&A process to firms that Fortune 500 companies enjoy by matching sellers with strategic and financial buyers from around the globe. Since 2007, SEA has advised owners of privately held businesses in the middle market to execute the successful sale of their businesses. To learn more please visit www.se-adv.com.

