

Case study

Corporate finance

The client required a strategic partner with appropriate expertise to help achieve their future growth ambitions.

Corporate finance team negotiates sale of online property service

Sebastian Stevens, Partner, BDO Kendalls

Highlights

An online real estate listings service, the only website to exclusively list properties for the “Big Four” international commercial real estate agency groups, determined that they needed strategic assistance to take their business to the next level.

The Challenge

The client required a strategic partner with appropriate expertise to help achieve their future growth ambitions in return for an equity stake in the company.

How we helped

BDO Kendalls Corporate Finance’s assignment involved three stages:

Stage 1: Strategic workshops with the board members to identify key business requirements and growth strategies together with the identification of possible investors.

Stage 2: BDO Kendalls Corporate Finance prepared an Information Memorandum in conjunction with management and researched the market for potential synergistic investors.

...with the combined team approach contributing to a very successful outcome for the client.

Stage 3: BDO Kendalls Corporate Finance managed the equity investment and selling process by approaching potential acquirers, co-ordinating the tender process, managing the vendor due diligence, assistance with drafting the Heads of Agreement and liaising with the advisers of the potential acquirers.

Australia's largest commercial property website acquired our client for a substantial amount with the two sites merging over the following six months.

BDO Kendalls Corporate Finance was able to utilise other service areas such as Business Advisory Services, Audit and Corporate Tax to assist in the transaction with the combined team approach contributing to a very successful outcome for the client.

For the future

The combination of the two commercial sites positions the new entity as the leader in online advertising of commercial property in Australia and provides an entry point into the New Zealand market.

Related links

[BDO Kendalls Corporate finance](#)

For more information

Phone 1300 138 991 or visit www.bdo.com.au

BDO Kendalls is a national association of separate partnerships and entities. *Liability limited by a scheme approved under Professional Standards Legislation. Disclaimer: This publication is issued exclusively for the general information of clients and staff of BDO Kendalls. The contents are not a substitute for specific advice and should not be relied upon as such. Accordingly, whilst every care has been taken in the presentation of the publication, no responsibility is accepted for persons acting on this information.

© 2007