

Channing Hamlet: I'm Channing Hamlet. I'm a partner and managing director at Objective Capital and I spend a lot of time working on the execution of client engagements. When business owners decide they want to sell, there's a number of challenges that they're facing and they're truly, really complex decisions. We believe business owners should make decisions based on their personal objectives.

Trever Acers: My name is Trever Acers. I'm the managing director of Objective Capital Partners, middle market M&A firm. I spend most of my day really talking with business owners, really helping to make a good decision around this economic engine that they've built.

Channing Hamlet: Preparation in the upfront set up, I believe is where significant value in investment banking is created.

Trever Acers: One of the things we're exceptionally passionate about is helping entrepreneurs make very good decisions. We start our process by really helping the business owner understand what their objectives are from a holistic perspective and we use that as the foundation for defining success.

Channing Hamlet: I think there are a number of factors that we work on that dictate the success of a sale. We've created a number of different industry practices in our firm so that we can really help our clients with the unique industry value drivers for their companies. And that can make a big difference in the success of a sale project.

Trever Acers: In addition to being industry experts, one of the things that differentiates us is being very, very process driven. And what that does is increase the consistency of outcome for our clients, lowers the standard deviation range of those outcomes. It's critical. When you hire an investment bank and you decide to sell your business, you're looking for results. We need to be as a partner, and that's what we continually hear from our clients is the feedback that hey, as we went through the process, there's that moment when you gave me advice that was in my best interest, that may not have been in yours. You showed me the full range of options and I think that's what we owe our clients.