



MANAGING THE END-TO-END SALE OF A BUSINESS

SOUTHERN TIMBER FLOORS
CASE STUDY





CLIENT COMPANY PROFILE

Southern Timber Floors is an established timber flooring business on the Mornington Peninsula. They have nearly two decades of expertise in supplying, installing and finishing solid and engineered timber flooring, earning a market-leading reputation.

With an annual revenue of \$2.35 million and a niche presence in a market buoyed by increased home renovations due to COVID-19, the business is one of the few reliable providers in the sector.

As part of their offering, they provide quotes from plans, collaborating extensively with builders and developers across multiple regions. Its Australian Timber Flooring Association membership further solidifies its reputation and service offerings.

Positioned as one of the few remaining reliable solid timber flooring providers, the business has minimal direct competition in the market. This represents its stronghold and potential for further growth and dominance within the industry.

The business operates with efficiency and reliability. Southern Timber Floors is backed by its skilled team of installers, sanders, polishers and a diverse range of equipment.

The sale of Southern Timber Floors presented an opportunity in a thriving and in-demand market.

WHY PAIR WITH EDEN?

The owners of Southern Timber Floors came to Eden Exchange to sell their business after running it successfully for 18 years. It was important to them that they find the right buyer to take over the business. Many businesses we work with prefer to keep the sale of the business quiet until a buyer has been secured.

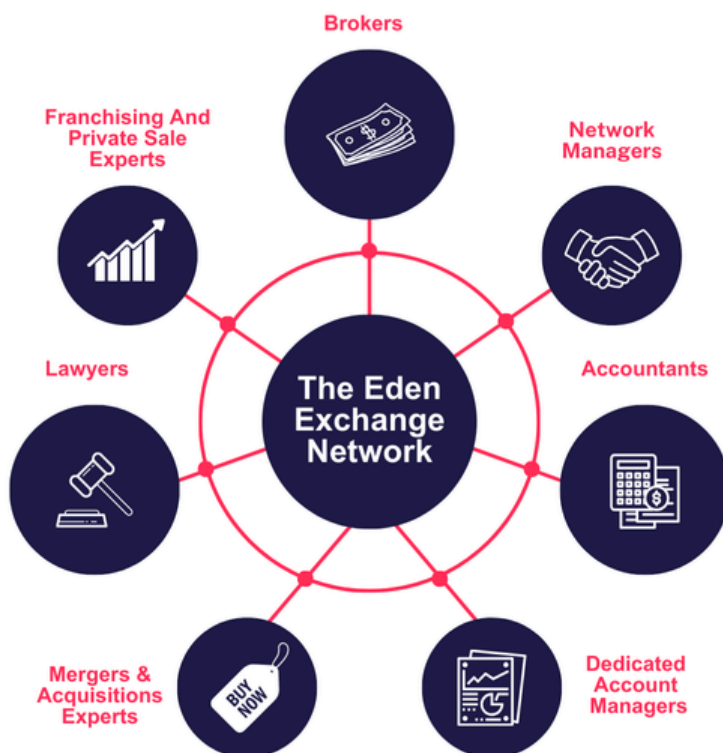
Eden Exchange specialises in no-name campaigns, maintaining confidentiality for our clients while managing the entire process. Due to the nature of the business the owners of Southern Timber Floors didn't want to alarm staff or vendors and were able to sell through Eden confidentially.

HOW EDEN EXCHANGE HELPED

Eden Exchange takes the stress out of selling a business. Our network contains a large network of vetted brokers that we work with. We pair you with a broker who is best placed to take you through the whole sales process.

We paired STF with Robert Semmel, a business buyers advocate with a wealth of experience and a history of successful sales. His input was instrumental in guiding the owners through the sales process.

When it came to finding potential buyers, we ran an omni-channel campaign using social media advertising, email marketing, and leveraging our existing network of over 100,000 interested buyers.





CHALLENGES DEEP-DIVE

The STF campaign presented a few challenges that needed to be solved. Eden Exchange's network, as well as expertise, meant that solutions were able to be found for all of these.

Source a Broker

STF's campaign required an experienced broker to facilitate the end-to-end nature of the sale. Eden Exchange's ecosystem includes a range of trusted broker partners that have expertise working with a wide variety of businesses. Eden Exchange paired Southern Timber Floors with Rob Semmel, Managing Director at Business Buyers Advocacy Australia, who has experience selling similar businesses.

Ensure Confidentiality

STF wanted to sell their business without the market knowing. Eden Exchange crafted a tailored no-name omni-channel marketing campaign for STF. This included running social ads, eDMs and utilising our network. Leads were properly vetted, ensuring NDAs were signed before potential buyers were given any documentation.

Regular And Comprehensive Reporting

STF wanted to know how the campaign was going at every step of the way. By using our virtual lead room, DealXchange, STF were able to regularly see how their campaign was performing, ensuring they had full visibility over its success. Eden Exchange also continually optimised the campaign to ensure a successful outcome.

DEALXCHANGE OVERVIEW

Eden Exchange's proprietary virtual lead room software, DealXchange, helps clients like Southern Timber Floors track the progress of their campaign at every step of the way by capturing lead data. Designed to suit the way that deals are completed in today's digital landscape, the sale of Southern Timber Floors was made seamless thanks in part to DealXchange.

DEALXCHANGE FEATURES

Purpose-built virtual lead room for private sellers

DealXchange is a virtual lead room that has been tailored to suit the needs of sellers everywhere. Sellers can collaborate, communicate, and manage the sales process from one central location. Whether you're at a computer or on the go, track how your campaign is going at a glance.

Seamlessly share and store signed documents

Our platform allows you to securely share and store signed documents with ease. With our reliable storage system, you can rest assured that your important documents are safe, organised, and easily accessible whenever you need them.

Attract and connect with interested buyers

Take control of your entire deal journey, from lead generation to closing. Our comprehensive solution empowers you to efficiently manage every aspect of your deals. From sourcing high-quality leads via campaign marketing to qualifying and nurturing them, our platform provides the tools you need to streamline the process.

The screenshot displays the 'Lead Room' interface. At the top, there's a navigation bar with the Eden Exchange logo, user profile (Daniel), and search bar. Below the header, there are controls for '+ Create new', 'Reset', 'Sort', 'Filter', 'Columns', and 'Save to this view'. The main area shows a table of leads with 14 total leads, 1 selected. The table columns are: Item, First Name, Last Name, Listing, Phone no, Email ID, Lead Score, Country, Post Code, City, State, and Lead Stage. A modal window is open over the table, showing an 'Action' menu with options: Enquiry, Qualification, and Deal.

Item	First Name	Last Name	Listing	Phone no	Email ID	Lead Score	Country	Post Code	City	State	Lead Stage	
<input type="checkbox"/>	Tee Tatana	Tea	Tatana	Bob's burger fran...	+61 406310532	teatatana@yopmail.com	64	Australia	5122	Drewvale	New South Wales	Enquiry
<input checked="" type="checkbox"/>	Kirsty Robertson	Kirsty	Robertson	Bob's burger fran...	+61 406310532	krobertson@yopmail.com	8	Australia	5122	Calmavale	Queensland	Enquiry
<input type="checkbox"/>	Amelie Jones	Amelia	Jones	Bob's burger fran...	+61 406310532	ajones@gmail.com	100	Australia	5122	Drewvale	Victoria	Qualification
<input checked="" type="checkbox"/>	John Doe	John	Doe	Bob's burger fran...	+61 406310532	doedoe@yopmail.com	64	Australia	5122	Calmavale	Queensland	Enquiry
<input type="checkbox"/>	Patrick Star	Patrick	Star	Red Rooster cate...	+61 406310532	star13223@gmail.com	8	Australia	5122	Calmavale	New South Wales	Deal
<input type="checkbox"/>	James Cho	James	Cho	Bob's burger fran...	+61 406310532	chojames@hotmail.com	100	Australia	5122	Drewvale	Victoria	Qualification
<input type="checkbox"/>	Jit Chad	Jit	Chad					Australia	5122	Calmavale	Victoria	Qualification
<input type="checkbox"/>	Kirsty Robert	Kirsty	Robert					Australia	5122	Drewvale	Queensland	Enquiry
<input type="checkbox"/>	Robert Ma	Robert	Ma	Bob's burger fran...	+61 406310532	te...	100	Australia	5122	Calmavale	Victoria	Qualification
<input type="checkbox"/>	Jonathan Jon	Jonathan	Jon	Red Rooster cate...	+61 406310532	te...	64	Australia	5122	Calmavale	Queensland	Enquiry
<input type="checkbox"/>	Marie Fa	Marie	Fa	Red Rooster cate...	+61 406310532	te...	8	Australia	5122	Drewvale	Victoria	Enquiry

STRATEGY OVERVIEW

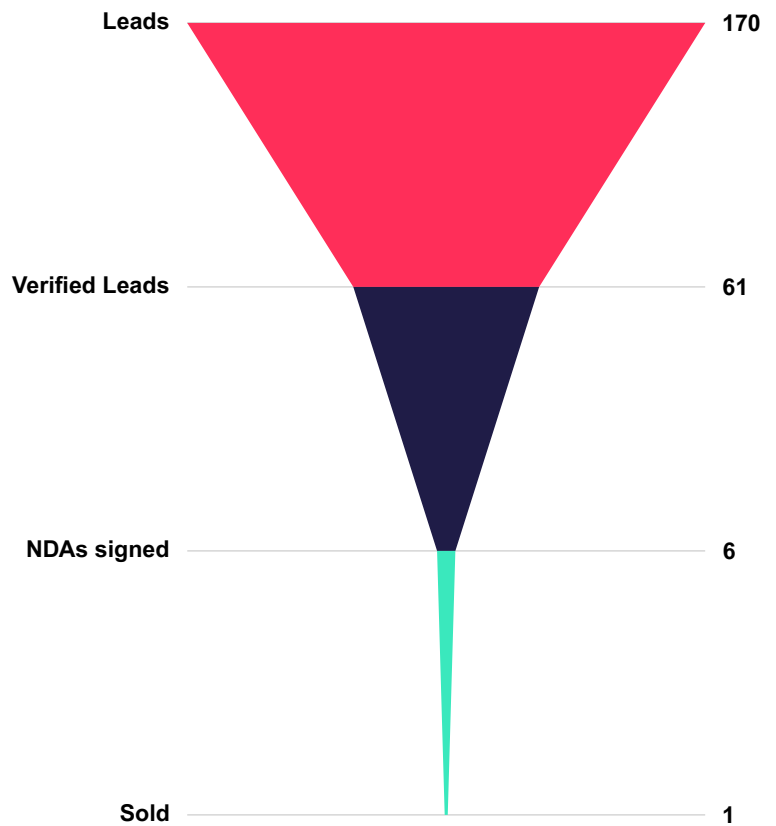
Eden Exchange generated 170 leads in total for Southern Timber Floors over 6 months, before a buyer was found for their business, allowing them to exit successfully.

Eden Exchange's campaign ran across social media, email marketing, and Eden Exchange's website. Even with a prospective buyer early on, Eden Exchange continued to reach out to our database of buyers via emails, as well as run social media advertising, in case that buyer fell through.

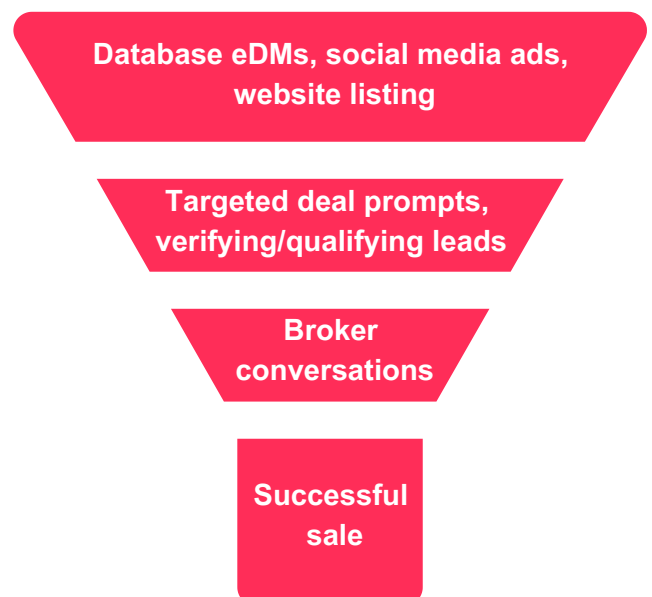
Eden Exchange constructs custom audiences for each client campaign to ensure maximum effectiveness. For Southern Timber Floors, we targeted Victorians with an interest in home improvement/tools, as well as those with an interest in investment. This meant we were reaching hands-on buyers who had business acumen.

Another part of Eden Exchange's strategy is cultivating a list of high net worth individuals/organisations that get sent tailored business opportunities, like STF. This means our clients are getting in front of people with the ability to acquire valuable businesses.

Eden Exchange took the stress out of marketing, creating all assets/campaign materials for STF while giving them final approval on what went out to market.



Eden Exchange's Deal Marketing Engine



CONCLUSION

Through engaging with Eden Exchange, Southern Timber Floors were able to utilise our ecosystem, partner with a trusted broker partner, and ultimately find the right buyer to continue their business' legacy.

Eden Exchange prides ourselves on being able to connect businesses with the right resources in order to achieve a sale. As Australia's trusted digital dealmakers, our network is full of industry experts that can help connect businesses of all shapes and sizes with the right people.





TESTIMONIALS

Rob Semmel

Managing Director, Business Buyers Advocacy Australia

"A great result with the recent sale of a business using the Eden Exchange marketing campaign.

The number and quality of leads generated through the Eden campaign exceeded our expectations and enabled us to achieve a win/win for both vendor and buyer.

Highly recommend Eden Exchange to generate buyer interest and leads using their systems."

Claire and Ben

Owners, Southern Timber Floors

"Working with Eden Exchange was vital for us in selling our business confidentially. Eden connected us with the perfect broker, who expertly guided us through every step of the sale process.

They sourced a variety of leads to generate interest and verified potential buyers, ensuring the process was as smooth as possible.

Working with an experienced broker also helped us understand all the intricacies with selling a business, and they guided us and the buyer through the whole journey."

Get In Touch

We are on hand to assist you with any questions you have and are happy to be able to provide you with more information about our campaigns, and a walkthrough of the DealXchange platform.

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edenexchange.com

The business marketplace Australians trust.

