

## **Sale of Bell Ventures, LLC to Cameron Holdings**

### **THE SITUATION**

Brian Bell, owner and President of Bell Ventures, led the aboveground storage tank sales and erection company through a 10-year period of significant growth, and desired to sell the company.

### **THE CHALLENGE**

CC Capital Advisors was engaged to advise Bell Ventures in a sell-side transaction to solicit qualified buyers and facilitate all aspects of the transaction. Despite the weak economy in the U.S., Bell Ventures continued to maintain strong results and wanted to maximize the value of the company in a transaction.

### **THE ACTIONS**

The CC Capital Advisors transaction team:

- Held in-depth meetings with management to learn about all aspects of the company
- Researched the aboveground storage tank industry
- Provided valuation guidance
- Developed an information memorandum to market the company to potential buyers
- Contacted financial and strategic potential buyers and received letters of intent from multiple potential buyers
- Vetted the letters of intent and final indications for certainty to close
- Facilitated the due diligence process and negotiated the final terms of the transaction.

### **THE OUTCOME**

A private equity firm was the winning bidder to purchase Bell Ventures, and the transaction closed in December 2010.

### **CC CAPITAL ADVISORS' VALUE-ADDED:**

- CC Capital Advisors' extensive knowledge of the private equity market facilitated the selection of the potential financial buyers that were the best fit, given Bell Ventures' characteristics and the desired transaction.
- Soliciting offers from multiple potential buyers in a competitive bid process enabled CC Capital Advisors to negotiate higher bids and better terms. The purchase price exceeded the average indications of interest by nearly 20%.
- The purchase price well exceeded the client's initial expectations.
- CC Capital Advisors managed the multi-faceted negotiations and deal terms, allowing the management of Bell Ventures to focus on operating the company, ensuring its financial projections were met.

## **THE SELLER**

Bell Ventures, LLC does business as USA Tank Storage Systems, providing aboveground storage tank sales and erection services to customers throughout the world. The company is headquartered in Seneca, Missouri.

## **THE BUYER**

Cameron Holdings is a private equity company specializing in the acquisition of middle market companies in the industrial service, manufacturing and distribution industries. The firm has locations in St. Louis, Missouri and San Diego, California.

## **ABOUT CC CAPITAL ADVISORS**

CC Capital Advisors is a Kansas City-based investment banking firm that specializes in mergers and acquisitions, corporate fund-raising, and financial and strategic planning for public and private corporations throughout the United States and abroad. As a division of Country Club Financial Services, Inc, a wholly owned subsidiary of Country Club Bank, CC Capital Advisors leverages the bank's exceptional local reputation with its global financial advisory capabilities.