

Insights for Driving Success

In episode 13 of *Insights for Driving Success*, we take a closer look at Carl Marks Advisors' engagement with Tribeca Oven, a family-owned commercial bakery whose founder wanted to exit the business while his two younger partners were looking for both liquidity while also playing for the upside in a very successful company.

Having Your Cake and Eating it Too - Getting Both Liquidity and Upside in the Sale of Your Company



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In this video, Warren Feder, Partner, discusses the challenge of meeting each of the owners' goals while getting maximum value for the company. To meet this challenge, the Carl Marks Advisors team engineered a sale to a strategic buyer using a "Strategic LBO" structure i.e. getting the strategic buyer to think like a private equity firm. This strategy allowed management to have an ownership interest in the business post-closing and, through intercompany leverage and put/call options at increasing valuation multiples, cash at closing and a way for a significant second "bite at the apple" down the road.

Other videos highlighting Carl Marks Advisors' successful engagements in the grocery industry:

- [Regional Branded Foods Impacted by Customer Dynamics](#)

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New York
900 Third Avenue
33rd Floor
New York, NY 10022
212.909.8400

New Jersey
336 Main Street
P.O. Box 1005
Bedminster, NJ 07921
908.234.2373

North Carolina
212 South Tryon Street
Suite 1685
Charlotte, NC 28281
704.714.1240

Texas
1050 N. Post Oak Rd.
Suite 210
Houston, TX 77055
832.730.1951