

A Partner In Acquisitions

An Advisor Firm's Journey




PPCLOAN®



When Sentinus, LLC became active in the M&A market five years ago, they were able to make several small, but valuable acquisitions quickly. They achieved this by leveraging deep existing relationships and using staggered buy-outs to cash flow their acquisitions. As their comfort level grew, bigger opportunities presented themselves, which would require access to external capital. Says Sentinus Chief Operating Officer, Curtis Ellergodt, “We were looking at a deal that seemed to be viable.” Unfortunately, Sentinus, like many other advisors, were finding it difficult to secure lending from traditional lenders in order to complete the deal.

The Options

As Ellergodt describes, “We had spoken to our bank and a couple of traditional banks in the market. However, the banks don’t quite understand the intricacies of how we make money and who the assets belong to. We were running into issues getting financing that made sense for us and the sellers.” Fortunately, Sentinus CEO, Phil Johnson, had met a couple of lenders specializing in the financial advisor space while attending an industry conference. The firm narrowed down the options to two lenders and began to compare their offerings. They soon settled on PPC LOAN.



Funding Growth

Making The Choice

"The other lender wasn't as flexible as PPC and didn't quite understand the model we were looking to get to," explains Ellergodt. "The transaction had lots of moving parts. It was not a straight book of business purchase and there were a lot of complexities around the transaction." When PPC LOAN evaluated the deal, "they were able to understand it and bring solutions to the table that were really doable and would appease the seller at the same time."

The Process

As with many external acquisitions, there was a great deal of back and forth between all parties. Ellergodt is quick to point out that "at no point did PPC LOAN hinder anything. In fact, they were the neutral voice of reason who had no problem telling us why something would work or wouldn't." The deal presented everyone, including the lender, with things they hadn't seen in an acquisition before. These "firsts" created some challenges and stress for the team at Sentinus, but having the support of PPC LOAN made the process

A Consultative Approach

"They really have a consultative approach," says Ellergodt. "They know and understand the space so they can act as a good middle person between you and the bank. They can talk advisor talk and they can talk banker talk, which makes them a good liaison." This allowed PPC LOAN to help all parties understand the deal, what needed to happen, and how they could move forward. Much of this was due to PPC LOAN's experience as well as their commitment to being engaged and responsive throughout the whole process.

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A True Partner Working On Your Behalf

Experience Plus Commitment

As Ellergodt explains, "Even though the banks have a vested interest in seeing deals closed, they wouldn't have been as involved as the PPC team." He goes on to say that PPC LOAN, "really guided us through the process from A to Z. They were always available as curve balls were thrown at us so we could get on the phone with someone and talk it out right then and there. It was very helpful to walk through with them, in real time, whatever was happening."

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Focusing On What Matters

As their acquisition is nearing its close, Ellergodt reflected back on the experience and had this to share. "It was reassuring having them explain to us how things typically go and having them working on our behalf so we could focus on the big picture and more important things. I'm pretty sure they took some bullets for us. If it wasn't for them, we would otherwise have to handle it ourselves."



Exponential Growth

Thanks to the acquisitions they have made in the last five years, Sentinus LLC has more than quadrupled their Assets Under Management from roughly \$150 million to over \$450 million. Their team has also grown, allowing them to serve a larger number of high net worth clients and continue to scale their practice. To learn more about Sentinus, LLC you can visit <http://www.sentinus.com>.

Looking for an Acquisition Loan?

Planning to expand your financial advisory firm is an exciting time. You realize that your business is primed for growth, and you can accelerate that process by acquiring another firm. But when you need to address acquisition finance, where do you go to find a loan that's right for your needs?

That's where PPC LOAN can help. **Growth Loans™** enable investment advisory firms like yours to secure financing tailored to their specific needs. Our investment advisor funding experts have in-depth experience helping advisors prosper with business acquisition loans attuned to their goals.

We work with you to meet your needs by offering competitive rates and flexible terms that help protect your financial health while you grow your business. We customize every business acquisition loan to suit your financial priorities. And that means not only the best deal but unmatched support, too. Here is a snapshot of the benefits that come with a business acquisition loan with PPC LOAN:

Reasonable rates and flexible loan terms

We offer rates that aren't a burden to your firm paired with flexible loan terms designed to meet the unique needs of your firm and the deal.

Simple three-step process

We are committed to making the loan application process as quick and seamless as possible, making it easier for you to get the right loan.

Comprehensive support

Whether you're dealing with our analysts, our closing team, or our customer concierge team, you'll have unmatched guidance and support.

Learn more and apply by visiting

<https://investment-advisors.ppcloan.com/service-offered/acquisition/>

About PPC LOAN

PPC LOAN has been serving financial advisors since 2007. We offer competitive rates and flexible financing for a variety of needs. We are committed to your firm's success, which is why our specialists ensure the quality of your financing option is second-to-none. Transparency underpins every interaction you have with PPC LOAN. We're upfront with you about any concerns or issues that might emerge, because we value the trust you place in us. Let us be your lending partner and help your practice grow.



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