

GUARANTY RV CASE STUDY

Guaranty RV has been acquired by Bish's RV

PROCESS & OVERVIEW

Guaranty RV developed an innovative independent road show concept to increase its sales footprint and reach a much higher number of potential customers. Guaranty was very active on the marketing side and used its website as an important showcase to attract new customers. Numerous offers and advertisements were streamed online to entice customers to either visit the dealership to redeem special discounted services or to meet the Guaranty RV team at a trade show. Early discussions between the two families quickly highlighted the similarities between the individuals and organizations suggesting a great cultural fit.



163 Targeted Outreach



Multiple IOIs & Management Meetings



75 Days Due Diligence

TRANSACTION RESULTS

It was fortunate that our FOCUS team was able to match a family-owned business like Guaranty (Nill family) with another family-owned business like Bish's. Being able to make this match feels like a huge success because it helps preserve the culture and provides continuity for employees on both sides of the deal.

NEXT STEPS

FOCUS Investment Banking offers an investment banking process designed to deliver great outcomes to clients embarking on the most important and complex transactions of their lives.

To learn more about our Automotive Aftermarket investment banking services or to discuss your specific situation with no obligation please feel free to call:

Nancy Rolland
Managing Director
Direct: 954-610-3410

We are happy to share our knowledge and help you understand your options. All conversations are strictly confidential.



AT A GLANCE

Guaranty RV

- Family-owned; founded in 1966
- Oregon's largest RV dealer
- Named one of North America's top five RV dealers by RV Business Magazine

Sell-Side Transaction Info EBITDA & Revenue

**Information to be provided upon signed NDA*



"Our family believed that Bish's was the closest match with our culture and the best fit for our organization. We really appreciate the FOCUS team for assisting us with finding an excellent partner to carry on the Nill family legacy. They repeatedly demonstrated sound guidance and were great partners for the family."

Shannon Nill

Guaranty RV, Owner