

The Stevens Group and TPC Growth Announce Strategic Partnership to Help Maximize Acquisition Earn Outs for Acquired PR Agencies

Acquisition Earn Outs Depend on Multiple of Revenues and EBITDA. New Partnership Intended to Help Sellers Grow Each

CommPRO Editorial Staff



The Stevens Group, a leading facilitator of mergers and acquisitions in the public relations, digital and influencer marketing, social media and experiential marketing agency categories, today announces a strategic partnership with TPC Growth to offer CEOs of agencies in these categories who have sold their firms with consulting services designed to maximize earn-out potential post-acquisition.

The goal of this joint venture is to benefit acquired agencies by helping to assure continued growth, both internal and external, to maximize the seller agency's traditional earn out potential.

TPC Growth collaborates with agencies in the categories listed above to identify pathways to organic growth at the account and enterprise levels, increasing revenue and profitability, providing agency-business planning and positioning, plus strategic new business development to drive revenue and maximize earn out potential.

“With the TPC Growth offering,” Art Stevens, Managing Partner, The Stevens Group said, “we believe TSG can jointly offer a service that not only assures the selection of the most compatible acquirers under the most favorable financial terms, but also help acquired agencies significantly increase their business and EBITDA during the three, four or five-year earn-out that follows.”