

Case Study

Timing is everything when selling your insurance agency

While you may be eager to sell your insurance agency today, it can be more lucrative to wait and make adjustments in your business before you sell to increase your sales price.

Instead of rushing into a sale, we advised our client to take the time to implement specific changes to their business, which ultimately led to a more lucrative transaction. This case study demonstrates how, with some strategic planning and guidance, insurance agency owners can achieve more value when they decide to sell.

Initial Conversation

An agency principal came to Legacy Advisors looking to sell their insurance agency. Legacy Advisors set up an introductory call to learn more. Based on the data gathered it was anticipated that **the top end valuation for this agency would be \$4.3MM.**

Legacy Advisors Recommendation

Wait 6-12 months to sell and implement strategies to increase the agency's margin.

13 Months Later

After implementing the recommendations provided by Legacy Advisors, the agency principal came back one year later and sold their business for maximum value.

The Results

Agency EBITDA margin **+10% lift**
Final sale price **\$2.7MM higher than initial valuation**

