

As Seen In... Forbes, April 15, 2013

Cross Keys Capital Deals Winning Hand for Middle-Market Entrepreneurs

Knowledge is power, and when owners of Florida's Advanced Global Technology (AGT) decided to sell their global communications company, they turned knowledge into a winning deal. In what could have been a classic "David versus Goliath" showdown with multibillion-dollar public companies, privately held AGT successfully completed the transaction, selling its assets to Houston's private Rock Hill Equity Group, without leaving money on the table.



"Bankers are taught to say 'no.' Investment bankers are taught to make it happen." — Bob Barrett III, Senior Advisor

"Middle-market entrepreneurs usually find themselves outmaneuvered and outmaneuvered when negotiating without critical information about the marketplace, their own company's value, and frequently overlooked intangible factors. Large corporations have the attention of investment bankers such as Goldman Sachs and Morgan Stanley that can provide strong analytics. But smaller entities with enterprise values of \$10 to 500 million don't have access to that level of support," explains Bob Barrett III, co-founder and senior advisor of Ft. Lauderdale-based Cross Keys Capital, the investment bank that advised AGT. "The problem is particularly difficult in Florida. Few world-class investment banks have significant operations here. Fewer are interested in the middle market, and New York-based advisors who fly in and fly out lack local expertise to properly value area businesses."

Barrett is perhaps the most experienced investment banker in the state. He began his career at Morgan Stanley's fledgling Mergers & Acquisitions business in the early '70s. Over the next four decades he served as a member of the board of directors of Prudential Securities Inc., in New York City, London, Madrid, and Paris. Barrett was responsible for landmark transactions including many for

high-profile clients such as Prime Minister Margaret Thatcher and AT&T, eventually advising on the breakup of AT&T in 1982.

Cross Keys Capital provides advisory services and assistance to private, middle-market entrepreneurs, companies and investors in executing sales, recapitalizations and acquisitions. The investment bankers of Cross Keys have closed over 100 transactions throughout America and outside the U.S.

Price Leadership and Pricing Power Produces Competitive Edge

The reputation of Barrett and Cross Keys' senior investment bankers strongly positions clients to succeed. They begin with the same advanced technology used by the largest investment banks, and complement the raw information with their first-hand knowledge of specific markets, the individuals involved and more.

"We've invested decades in establishing a reputation for being a reliable, honest source of intelligence. Our analysis of a company's value holds considerable weight with investors and lenders. This places our clients in the driver's seat, and everyone at the table can move confidently to a winning deal," explains Barrett.



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