



SPARKLE MAINTENANCE HAS BEEN ACQUIRED BY CCS FACILITY SERVICES

Our Client:

SPARKLE Maintenance, Inc. (“SPARKLE”) is professionally managed commercial cleaning company providing janitorial and custodial maintenance services. Headquartered in Albuquerque, it is the largest contract cleaning service business headquartered in New Mexico and serves the most well-known, respected and blue chip customers throughout the Albuquerque and Santa Fe markets. The business was formed in 1964 by Ben and Eleanor Lucero and for the past several decades has been run by sons Carlo and Paul Lucero.

The Transaction:

In July 2021, SPARKLE was acquired by Colorado based CCS Facility Services (“CCS”). CCS is an integrated facilities provider, delivering expert commercial janitorial and building engineering services to marquee customers throughout the country and across multiple industries. CCS is a portfolio company of Silver Oak Services Partners; a leading lower middle market private equity firm focused on making investments in services companies. Acquiring SPARKLE furthers CCS’s footprint throughout the Western United States and presents opportunities for economies of scale.

How Pursant Helped:

As the exclusive M&A advisor, Pursant represented the Lucero brothers in its sale of SPARKLE. Pursant leveraged its extensive knowledge of the facilities services sector to manage the entire transaction process from preparing the Company for sale to marketing the business to targeting a pool of highly qualified acquirers to supporting the Lucero’s throughout the diligence, deal negotiations and up to the closing of the transaction.

While there was considerable interest from both strategic and financial parties, CCS emerged as a natural fit given the cultural overlap between the two organizations, complimentary services and the geographic proximity.

About Pursant:

Pursant is an investment banking, financial and management consulting firm that supports and executes middle market M&A related initiatives and helps business owners grow enterprise value.

We use a deep immersion process, our expansive networks and experience as owner/operators, dealmakers and financial professionals to effectively deliver on these critical initiatives for which most companies do not have the time, manpower or expertise.

Accolades:

Buyer Remarks

Troy Coker, CCS founder and CEO

“We could not be more excited to join forces with Sparkle Maintenance. Sparkle is a special company with a history similar to our own. This acquisition is the perfect situation to expand into New Mexico with a great company.”

Pursant has been an integral partner in this acquisition, not only in identifying a great opportunity for CCS but, more importantly, how Pursant worked with us and managed the entire process to get the deal done.”

Seller Remarks

Carlo Lucero, SPARKLE owner

“We are proud of Sparkle’s success in the business community with two generations of our family along with a great team of professionals that began with our parents 57 years ago. This partnership with CCS ensures that our third generation will be stronger than ever before and provides the opportunity to build something great together for our employees and our customers long into the future.”

On behalf of my brother Paul, we can’t thank the Pursant team enough for leading us through the sale of our business that has been part of our family for almost 60 years. They were the perfect partners for us. Their knowledge of the industry, M&A markets and deal dynamics was invaluable. This was a new and once-in-a-lifetime event and the Pursant team knew exactly how to educate, lead and coach us through every phase of the journey. Through this process, not only did we find a great advisor but developed a friendship and relationships with all the Pursant team members that will last a lifetime.”

Pursant’s Remarks

Scott Glickson, Pursant Managing Director

“Representing the Lucero family was a great privilege and a very enjoyable experience. Carlo and Paul are accomplished professionals and run a wonderful business. Not surprisingly, there was very strong interest from several parties to acquire their company.”

CCS was a great choice for Paul and Carlo. Not only is there a strong cultural compatibility and strategic fit between the organizations, but the Lucero family achieved a key objective of ensuring their employees, customers and vendors have a bright future with new and exciting opportunities. We wish the combined organizations continued success and look forward to following the story.”