

EMMACULATE REFLECTIONS HAS BEEN ACQUIRED BY KELLERMEYER BERGENSONS SERVICES



Our Client:

For over 30 years, Emmaculate Reflections, LLC (“Emmaculate” or the “Company”) has provided specialized cleaning and facility support services to food service and hospitality establishments including restaurants, hotels, theme parks and country clubs. Today, the Company serves over 1,000 customer locations predominantly east of the Mississippi River as well as in Texas. Emmaculate’s customers include many of the most well-known brands and restaurant chains across North America.

The Transaction:

In March 2018, Emmaculate was acquired by Kellermeier Bergensons Services, LLC (“KBS”) which is a leading provider of technology-enabled, integrated interior and exterior property services to more than 42,000 locations across commercial, industrial, retail, grocery and multi-site customers throughout North America. KBS is headquartered in Oceanside, California and is majority owned by GI Partners.

KBS acquired Emmaculate as part of their strategic focus to provide large, sophisticated operators in the growing chain restaurant sector with consistent service delivery and standards across multiple and dispersed locations and geographies. Emmaculate will continue to operate with its existing management and personnel as a division of KBS.

How Pursant Helped:

Pursant LLC (“Pursant”) acted as the exclusive Merger & Acquisition Advisor to Emmaculate. The Pursant team managed the entire transaction process from the initial stages of developing appropriate marketing materials to identifying the group of qualified buyers and managing a competitive bid process, to supporting the Company through diligence and ultimately negotiating final terms of the deal.

About Pursant:

Pursant helps business owners grow the value of their companies and maximize that value in a liquidity event, partial sale or complete exit. Our Investment Banking, Strategic Transaction Support and Business Value Enhancement business units use a deep immersion process, our expansive networks and experience as owner/operators and dealmakers to optimize businesses, manage strategic transactions and orchestrate liquidity events—vital, integrative initiatives for which our clients may not have the time, manpower or expertise.

Accolades:

Seller Remarks

“We couldn’t be happier to be partnering with Mark [KBS CEO] and his team at KBS. This merger is a great moment for our business because it creates more service and geographic options for our customers and more opportunity for our people.” – Lenny Feinstein, Emmaculate Reflections Co-founder

“I totally agree. Lenny and I are excited and will continue to run the business day-to-day as we always have, but now we have the full backing of KBS and their resources, which means we can say ‘yes’ to customers in new markets when and where they need us. That’s great for our customers, our people and our newly combined company.” – Jerry Donath, Emmaculate Reflections Co-founder

“I echo both Lenny’s and Jerry’s comments and will add that Pursant was a key partner throughout the entire process. Their reputation and knowledge of the building services sector as well as their understanding and insights into the M&A environment was invaluable. Pursant helped us navigate the process allowing us to monetize decades of hard work while simultaneously putting the business in the hands of the right party to ensure continued success and future opportunity for the company, its customers, vendors and employees.” – Bob Fiestal, Emmaculate Reflections Co-founder

Buyer Remarks

“Our interest and ultimate investment into Emmaculate Reflections was in part based on our interest in expanding our presence into the woefully underserved large and growing chain restaurant sector. Emmaculate has codified a scalable and repeatable process for ensuring high standards day in and day out across their more than 1,000 customer locations. Their operating discipline and persistence resonated with us and combining Emmaculate’s end market expertise with our scale, IT and resources is very exciting. Equally, if not more important, was the people piece of this deal. The Emmaculate owners have great passion and commitment to their customers and people which hit home and is culturally aligned with who we are at KBS. We warmly welcome the Emmaculate team aboard. Also, we thank the Pursant team for sharing this great growth opportunity for KBS and working tirelessly to ensure a successful deal for all parties.” – Mark Minasian, CEO and co-founder of KBS

Pursant’s Remarks

“We are so happy for both the Emmaculate and KBS teams. This was a transaction both parties were very excited to make happen. In addition to monetizing decades of work, the Emmaculate owners have put their business in the hands of a very competent and scaled operator. This will result in greater service capabilities to the Emmaculate customer base as well as create additional opportunities to their vendor partners and employees. For KBS, they acquired a plug and play operation that fit with their strategic objectives. Given KBS’s depth and breadth of resources combined with their national footprint, the Emmaculate team is now well positioned for some very exciting growth. We wish the combined new organization great success.” – Scott Glickson, Managing Director, Pursant, LLC