

# Case Study: M&A –Advisor to Seller of Shopping Center in El Salvador

## The Deal

- Sierra Capital, acted as the financial advisor to the shareholders of a Shopping Center.
- Sierra Capital developed a business valuation analysis and marketing materials and executed an organized sales process that included the identification of, and approach to, a select group of potential buyers
- During the value negotiation and due diligence phases, Sierra Capital accompanied and advised the sellers, coordinating efficiently with the advisors of the buyers
  - The negotiation included a satisfactory agreement between the parties to pay a portion of the sale price based on certain determined milestones

## Company Description

- The Shopping Center is located in Santa Tecla, El Salvador
- The shopping center opened its doors in 2014 and serves a growing area with more than 31,000 adjoining homes offering a good variety of commercial options
  - Restaurants, beauty parlors, banks, gyms, pet shops, laundromats, among others
- The location of the shopping center has a privileged access to vehicular affluence and the sector continues to have good urbanization potential
- The shopping center has more than 25 shops of various sizes as well as ample parking

