

Transaction Advisory

Diligence That Sees Beyond the Numbers

Investment decisions hinge on performance, risk, and the operating conditions required after close. We combine Quality of Earnings rigor with operator insight so investors understand what they're buying and what will matter once they own it.

Our approach evaluates revenue quality, earnings durability, margin structure, operational risk, and the conditions required for post-close execution. Diligence becomes a tool for value protection and value creation.

The Moments That Require Clarity

We are brought in when investment, acquisition, or ownership decisions require accurate, operator-informed insight:

- Launching an acquisition or investment process
- Responding to a buyer or investor diligence request
- Preparing for an exit or liquidity event
- Working within compressed diligence timelines
- Needing clarity on normalized earnings, risk, and sustainability of performance

Services Tailored to the Deal

Our services flex based on investor type, deal structure, and complexity:



DUE DILIGENCE

Right-sized Quality of Earnings and financial diligence tailored to deal size, structure, and timing, with fast-turn insights and clear recommendations.



M&A READINESS AND INTEGRATION

Pre- and post-close support aligning finance, people, and operating models to ensure smooth transitions and faster value realization.



ACQUISITION THROUGH ENTREPRENEURSHIP (ETA)

Diligence and operational analysis for independent and search-fund buyers evaluating founder-owned businesses, including post-close readiness.

Operator-Led. Decision-Ready.

Our engagements are led by experienced finance operators who understand how decisions made in diligence impact what happens after close. We combine Quality of Earnings analysis with operational context, translating findings into implications for valuation, deal structure, and execution.

➤ **Director-led throughout.**

Senior oversight at every stage, not junior staff doing the heavy lifting.

➤ **Post-close orientation.**

Diligence that anticipates what happens after the deal closes, not just what the numbers say today.

➤ **Cross-functional perspective.**

Finance, people, and operations viewed together, because that's how the business actually runs.

➤ **Right-sized to the deal.**

Scope matches complexity, risk, and timing. No standardized playbooks applied regardless of context.

Deliverables Built for Decisions

- Quality of Earnings analysis integrating financial and operational insight
- Revenue, margin, and expense trend analysis
- Working capital normalization and peg support
- Identification of risks, adjustments, and value drivers
- Clear, decision-ready findings aligned with the transaction

Cleaner Decisions. Better Outcomes.

- Quality of Earnings analysis integrating financial and operational insight
- Revenue, margin, and expense trend analysis
- Working capital normalization and peg support
- Identification of risks, adjustments, and value drivers
- Clear, decision-ready findings aligned with the transaction

Proven Results

150+

companies supported since 2022

\$325M

in capital raises and liquidity events

Six Service Lines. One Integrated Partner.

Transaction advisory often extends into broader support as companies navigate ownership transitions and integration. Clients engage us across finance leadership, accounting, people operations, executive retained search, and strategic talent planning. Six integrated service lines designed to work together, not in silos.

Financial Leadership



FINANCE

Fractional CFO leadership, forecasting, board reporting, strategic planning, and fundraising preparation



ACCOUNTING

Controllers and accounting teams delivering clean, GAAP-compliant, and audit-ready financials built for investor diligence



TRANSACTION ADVISORY

Quality of Earnings, margin and revenue analysis, ARR roll-forwards, working capital assessment, and diligence support

Organizational Leadership



PEOPLE OPERATIONS

Fractional People leadership, compliance, HR systems, compensation benchmarking, and organizational infrastructure



EXECUTIVE RETAINED SEARCH

C-suite and VP placement, success profile development, candidate evaluation, and leadership onboarding



STRATEGIC TALENT PLANNING

Organizational design, hiring roadmaps, leadership alignment, and execution-ready team structures

About 512Financial

512Financial is a fractional financial and organizational leadership firm built for investor-backed, high-growth companies from Series A through mid-stage, as well as select Seed companies preparing to raise. We're the right partner when growth is outpacing systems and you need senior operators building your foundation for your next stage.

Let's Talk About the Deal

If an investment or acquisition is on the table, we'll help you understand what matters most before decisions are locked in.

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