

## Petsky Prunier Advises GlynnDevins on its Investment from CIP Capital

*The Leading Marketing Solutions Provider to the Large and Fast Growing Senior Care Market, Marking Petsky Prunier's 7<sup>th</sup> Transaction in the Senior Segment*

**December 3, 2018 (New York, NY)** – Petsky Prunier is pleased to announce it has advised GlynnDevins, Inc., the leading provider of tech-enabled and data-driven marketing solutions to senior living communities, on its investment from CIP Capital. GlynnDevins was previously a portfolio company of Falfurrias Capital.



Founded in 1986, GlynnDevins helps senior living communities achieve occupancy and other key targets through its broad solution offering that includes market research, brand and communications management, lead generation and conversion strategies, marketing content development and distribution, sales enablement and training, and community engagement tools. The company is headquartered in Kansas City, Missouri, and has three additional locations in Virginia and North Carolina.

In partnership with management, CIP Capital plans to significantly enhance GlynnDevins' ability to collect, synthesize, and utilize data across its solutions, as well as expand the company's digital marketing capabilities. Through greater and more efficient use of data,

*"We were incredibly impressed by Petsky Prunier's fluency in the senior market segment of the healthcare industries and marketing services in general. Their experience enabled us to get the process off the ground quickly, and they crafted a compelling positioning strategy that highlighted key tailwinds and the unique aspects of GlynnDevins that support our continued leadership in the senior living market. The process generated an incredible amount of interest, and Petsky Prunier fostered competitive tension until the very end, which enabled us to complete a transaction quickly and focus on our next chapter of growth. We couldn't have done this without them and look forward to working with them again in the future."*

**Sue McClure, President & CEO, GlynnDevins**

*"We had our choice of advisors - in the end, we hired the best firm for our portfolio company."*

**Ed McMahan, Managing Partner, Falfurrias Capital**



GlynnDevins will enable clients to adopt highly sophisticated and targeted omni-channel marketing campaigns to maximize returns on their marketing spend.

CIP Capital is exclusively focused on investing in growth-oriented, middle-market companies across the Business Information and Tech-Enabled Services sectors in North America. The fund seeks to invest in proven, profitable businesses that provide their customer bases with critical information, data-driven insights, and value-added outsourced services. Founded in 2010, CIP Capital targets investments in sectors including business services, marketing services, and knowledge services.

Petsky Prunier, with a team led by Sanjay Chadda, Christopher French, Dylan Kearns, and Edin Trto, served as the exclusive financial advisor to GlynnDevins and Falfurrias Capital.

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#### **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, e-commerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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