

# B. Woods & Co. Closes 3x More Deals Annually with Sourcescrub

## About B. Woods & Co.

B. Woods and Co. (BWC) is a Phoenix-based boutique financial services firm that specializes in lower middle market buy-side mergers and acquisitions. BWC's tailored, proprietary approach enables private equity groups and family offices to tap exclusive deal flow and connect directly with privately held company owners.



### Case Study Highlights

**3x**

growth in the number of deals closed annually

**13%**

add-on conversion rate from search to LOI

**6x**

increase in team sourcing productivity

**35%**

growth in monthly sourced opportunities



## Challenge

### A Lean Team Sourcing Proprietary Deal Flow

Will Woods founded BWC to offer private equity clients proprietary, off-market deal flow and direct access to privately held company owners and operators. With such experienced clients, the firm decided to focus solely on origination. This means first becoming intimately familiar with each client's target sectors and investment criteria before sourcing opportunities. However, researching private companies and mapping entire markets is a time-consuming process that requires teams to manually scour the Internet and piece together disparate pieces of information. **"We had a small team and no formal research tools, so we used an army of interns to basically do Google searches all day,"** recalls Will. **"We needed a deal sourcing platform that specialized in the privately held market and could deliver major efficiency gains."**



## Solution

### Artificial Intelligence and Private Company Growth Signals

BWC now relies on Sourcescrub to rapidly get up to speed on specific sectors and identify companies that meet their clients' investment criteria. The platform's AI-powered search recommends filters that help the team find relevant private companies and then narrow them down quickly. They use data signals like headcount growth, media coverage, and employee count to help measure growth and prioritize opportunities. Once they have a company that interests a client, Sourcescrub's Similar Companies functionality instantly surfaces additional opportunities with similar characteristics. Sourcescrub also automatically alerts the team when the target company is added to a new source or experiences headcount changes so that they can engage them at the right moments. **"Sourcescrub's AI capabilities really give our firm an edge,"** shares Will.



## Results

### More Deals in Less Time

Sourcescrub saves BWC considerable time researching niche markets and identifying ideal off-market targets for clients. **"Sourcescrub allows us to create short-lists of highly relevant opportunities in minutes. We're now able to generate more deal volume than competitors with 5x as many employees,"** says Will. He estimates that monthly sourced opportunities have grown by 35%, which has translated into a 3x annual increase in won deals. **"Sourcescrub offers the most accurate, comprehensive private company profiles of any vendor. So we're not just sourcing more companies – we're sourcing higher quality opportunities, and our conversion rates speak for themselves."** BWC generates ~60 introductory meetings for each add-on search and sees up to 10 submitted letters of intent each month, for an industry-leading actionable target conversion rate of ~13%.

**"Once we tried Sourcescrub we never looked back. At this point, the platform is core to our business, and we rely on it every day. We need Sourcescrub – bottom line."**

– Will Woods, Founder and CEO, B. Woods & Co.