



# CANVAS HOST Case Study

*“The Host Broker made possible the successful sale of my business... I doubt I could have completed it at all without his help.”*

## **The Host Broker**

4620 Teviot Place  
North Vancouver, BC  
CANADA V7R 4M5

1 888 436 5262  
info@thehostbroker.com  
**thehostbroker.com**

**After years of success in growing a hosting business to 5,000 customers and 10,000 accounts, the owner of Canvas Host was looking to transition out of hosting to pursue other interests. Selling any business can be complicated and full of issues unfamiliar to buyer and seller alike. The Canvas Host owner had worked with The Host Broker in the past to acquire other hosting businesses. Now, his needs would originate on the other side of the table as a seller.**

## **THE PROBLEM**

With all that went into building Canvas Host over 20 years, the decision of who to sell to would be difficult. In addition to the financial component of a sale, migrating 5,000 customers and 10,000 websites would require significant technical work. Finally, those customers and the hosting community at large viewed Canvas Host as "Portland's sustainable alternative to GoDaddy." It would not be acceptable to simply sell Canvas Host to the highest bidder. The fit needed to be right for everyone.

## **THE HOST BROKER SOLUTION**

With over two decades of helping facilitate acquisitions in the hosting, managed services, and information technology spaces, Hartland Ross and the team at The Host Broker offer the level of experience and expertise necessary to make the deal process organized and efficient for buyers and sellers alike. Offering knowledge and counsel acquired over time, The Host Broker provided the Canvas Host ownership group with peace of mind during the sale of what was their life's work.

## **WORKING WITH THE HOST BROKER**

Choosing to sell a business can be complicated and stressful. The owner of Canvas Hosting detailed the experience in his own words:

*"Without any hesitation, I can say that Hartland and his team made possible the successful sale of my business... I doubt I could have completed it at all without his help. There were many times of uncertainty and worry for me; he was there the entire time, calm voice of reason, patient through my anxieties, rock steady in his voice, always cheerful and kind."*



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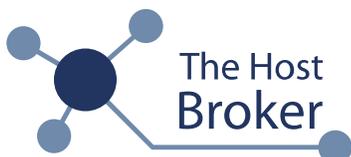
*It is those things, along with his extreme professionalism, that I could never put a price on.*

*When you get to a point of selling your business, it's like seeing your child off to college. It's something you have poured yourself into, it's been your passion, it's something you know better than anyone else in this world. You want someone you can trust to be there as a guiding reference through the process."*

## THE RESULTS

Canvas Host made the decision to sell the business in the second half of 2019. Very quickly, a large buyer was interested but the timing "didn't feel right." By the spring of 2020 there were multiple interested buyers and a deal was finalized that year.

Tapping into The Host Broker's deep industry experience helped turn a potentially stressful situation into a smooth process. By leveraging The Host Broker's vast experience with transactions in the hosting and infrastructure space, Canvas Host was able to attract several potential buyers for the business, quickly finding a fit that was right.



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