

Brookwood Advises on Sale of Leading Franchisor of Home-Based Travel Agencies

We are pleased to announce that Brookwood Associates acted as exclusive financial advisor to Palm Beach Capital on the sale of its portfolio company CP Franchising, LLC d/b/a Cruise Planners (“Cruise Planners”). Cruise Planners, an American Express Travel affiliate, is one of the largest franchisors of home-based travel agencies focused primarily on selling cruise and land-based vacations with ancillary sales in excursions, insurance, air, car rentals and hotels.

Brookwood’s thorough and competitive process management were instrumental in navigating a change of control transaction that met Palm Beach Capital’s financial objectives within their desired timeframe of closing a transaction by year end. In addition, Brookwood was able to leverage its Capital Markets expertise to negotiate more favorable terms for the buyer in obtaining the acquisition financing to fund the transaction. This transaction extends Brookwood’s track record in advising franchisor companies as well as the broader hospitality and travel sectors. Many franchise brands are experiencing rapid growth, and Brookwood has the resources to help companies raise capital to support growth initiatives, as well as maximize value for shareholders looking for liquidity.



“We continue to value our ongoing relationship with Brookwood Associates. They provided us with excellent advice going into and throughout the Cruise Planners sale process, demonstrated excellent technical capabilities and brought a wealth of franchise knowledge and relationships to the process. I look forward to working with them in the future and would highly recommend them to others.”

Michael L. Schmickle, Partner
Palm Beach Capital

About Cruise Planners: Cruise Planners was founded in 1994 in Coral Springs, Florida by three travel agency veterans in an effort to provide personalized, comprehensive travel services tailored to leisure consumers through a network of at-home agents. The purely franchised business model has since seen enormous success as the company has grown to become a leading American Express Travel Services Representative Agency and today supports a sales force of over 1,000 franchisees. Cruise Planners has received numerous awards in recognition of its operational excellence, including being named the “#1 Cruise Tour / Travel Agency” by Entrepreneur Magazine for nine years straight.

About Palm Beach Capital: Founded in 2001, Palm Beach Capital (“PBC”) is a private equity investment firm that partners with management teams in middle market buyouts, recapitalizations and growth equity investments. Since inception, PBC has made investments in 36 companies. PBC focuses on opportunistic, growth investments with a value perspective when selecting their portfolio partners.

BrookwoodAssociates

About Brookwood Associates: Brookwood Associates is a leading independently-owned investment bank serving middle-market companies. The firm offers merger, acquisition, corporate financing, restructuring, fairness opinion and other related advisory services to clients across several sectors, including but not limited to franchisors, franchisee brands, restaurants and specialty retail industries.