

PEAKE Technology Partners

The exit worth waiting for.

A Case Study in How **Brand Strategy** Multiplied an MSP's Exit Value.

brand3®
scale beyond referrals

PEAKE
TECHNOLOGY PARTNERS

01 · THE PREMISE

In high-stakes B2B services, trust drives the sale.

For industries like insurance, finance, and cybersecurity, expertise alone rarely closes the deal.

Trust needs to be earned before a buyer is ready to commit.

Gaining trust before the sale is best achieved in human, face-to-face moments.

When you create opportunities to build genuine relationships with your ideal clients, you give them the opportunity to experience you.



This understanding informed how Brand3 supported PEAKE Technology Partners.

The Challenge & The Solution

THE CHALLENGE

PEAKE is a managed service provider (MSP) that **runs IT for medical practices in MD, VA, and NC.** This niche allowed PEAKE to sharpen its skills and become an expert in healthcare IT, but it also made growth more difficult. To reach more aggressive revenue targets, PEAKE needed to become the name physicians already knew and trusted before an urgent IT problem arose.

THE USUAL MEASURE OF SUCCESS

At the time, we expected to measure our success by the usual metrics, such as year-over-year revenue growth.

What we didn't expect was that our work would ultimately lead to a spectacularly successful business exit.

OUR MISSION WAS CLEAR:

Turn PEAKE's deep healthcare IT expertise into a clear, differentiated brand that could build trust before the sale and support more scalable growth.

Building the Brand Foundation

For a highly relational marketing strategy to succeed, you need to **identify** and **deeply understand** your ideal customer. We asked PEAKE questions like:

01

Who are your favorite clients to work with?

02

What is the biggest challenge they face that you are uniquely great at solving?

03

What do they value most about working with you?



After getting PEAKE's answers, we interviewed some of their best clients about why they stayed. And we found what we often find: the clients' answers contradicted the company's assumptions.

> That gap is often where the most revealing insight emerges. Clients can see a company's value more clearly than the company sees it itself.
>
> In PEAKE's case, their answers uncovered the idea that would unify the brand and give the team a standard to work toward.

The clients' answers contradicted the company's assumptions.

LEADERSHIP BELIEVED CLIENTS VALUED

Innovation: bringing new technology to practices

The technical work itself

WHAT CLIENTS SAID THEY VALUED

IT handled so competently that they never had to think about it

The freedom to pursue their own goals: more patients, new locations, a stable and profitable practice

All of these findings led to the promise PEAKE makes to its clients, which became the brand's **central message:**

IT Excellence for Healthcare Excellence.

PEAKE does excellent IT work so that medical practices can do excellent healthcare work.



With audience and messaging determined, we turned to client experience.

Using a customer journey map, we examined every interaction clients had with PEAKE, from first contact through renewal. At each stage, we looked for opportunities to go beyond expectations and further deepen trust.

This exercise led PEAKE's leadership to describe the client journey from the client's point of view. **Seeing it from this perspective unlocks powerful opportunities for enhancing the client experience.**

THE PLAN

Brand3 rebuilt every point where a prospect or client encountered PEAKE, in three phases.

1

Completing the strategic brand foundation

Following our brand-first approach, we defined PEAKE's message, positioning, and identity based on the findings in customer journey mapping and interviews.

We ensured this new messaging was carried over at every touchpoint: PEAKE's website, its visual identity, online social platforms, print materials, and more.

2

Sales materials tailored to decision-makers

Brand3 helped rebuild PEAKE's sales process around the new brand, from who the team targeted and how it led sales conversations to how proposals were structured and written.

Rather than relying on a standard proposal, we created a flexible framework that allowed PEAKE to connect its services directly to each prospect's specific operational, financial, and technology pain points. Proposals went to practice administrators, who manage operations, rather than to the physician owners who make buying decisions.

3

Marketing that supports human connection

With the foundation in place, we helped PEAKE leverage trade shows, conferences, and speaking engagements as places to demonstrate expertise and build relationships face-to-face. Our marketing efforts created more opportunities for those connections, then carried the trust and familiarity they built through every stage of the buyer journey:

- **Event promotion,** including landing pages, social content, and invitations to connect in person
- **In-person materials** that were often tailored to each event, especially if the attendees had specific priorities or challenges
- **Follow-up content and sales materials** that carried the same brand promise from online research through the buying decisions

DELIVERY

Delivering on the Brand Promise

The experience you deliver ultimately determines whether a prospect or client places their trust in you.

Brand3 kept PEAKE's message consistent across its marketing, sales materials, and client communications. That consistency created a clear expectation of what working with PEAKE would feel like.

If what prospects experienced when they met PEAKE at an event, spoke with the sales team, or became a client failed to match that expectation, the trust built so far would quickly disappear.

> While Brand3 took PEAKE's message to market, PEAKE worked internally to ensure every department and client interaction delivered on the promise: **IT Excellence for Healthcare Excellence.**

Relational marketing is only successful when you deliver on your message.

Every conversation and client interaction needs to reinforce your promise to customers.



DELIVERING ON THE PROMISE, INTERNALLY

Here's how:

Ensure everyone understands the company's mission and their role in it.

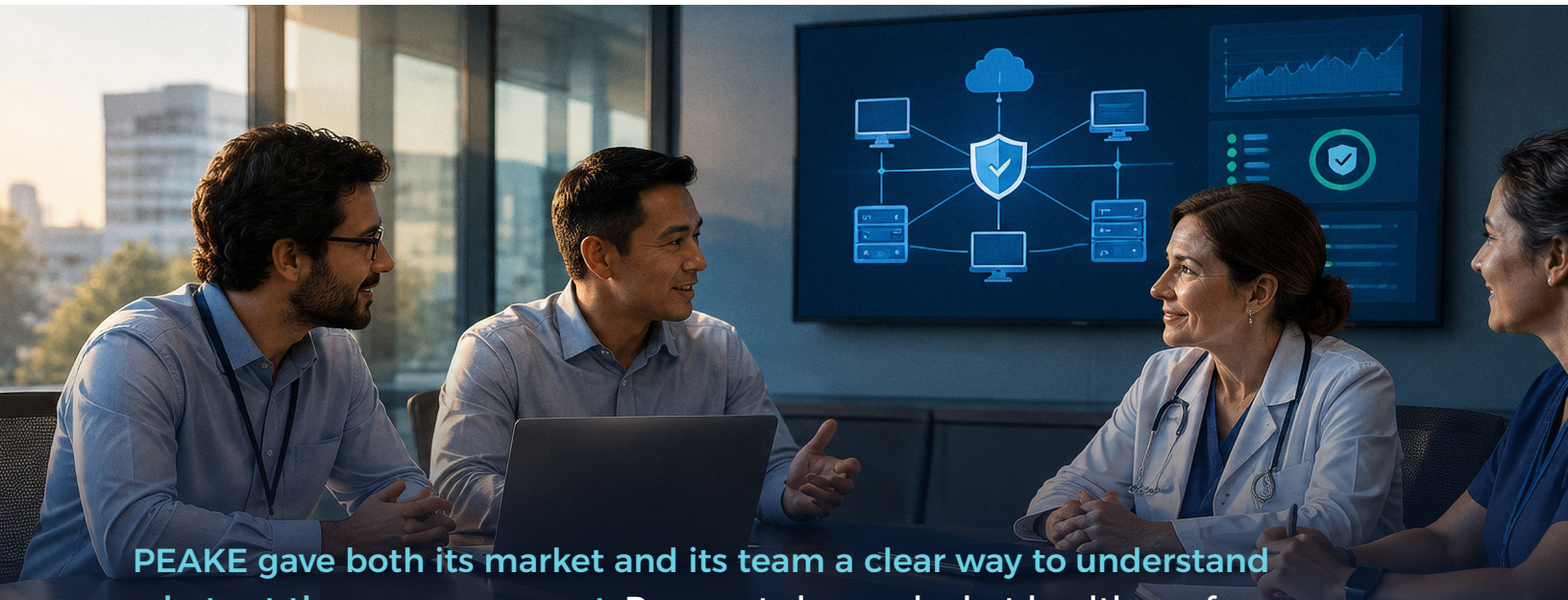
Mary Knotts, PEAKE's chief operating officer, led accounting, HR, and service delivery in defining what "IT excellence" meant for their work. Together, they identified the actions required to deliver it.

Show employees what success looks like, and recognize them when they deliver it.

Chris Knotts reinforced the message at each quarterly company meeting by recognizing specific ways employees had delivered excellence for clients.

Use feedback to keep improving.

PEAKE shared insights from service tickets, business reviews, and annual executive check-ins so teams could see where they were delivering on the promise and where they could do better.



PEAKE gave both its market and its team a clear way to understand what set the company apart. Prospects learned what healthcarefocused IT excellence should look like, while employees learned how to deliver it in every role and every client interaction.

The Results

PEAKE grew from **$10 million in 2023** to nearly **$13 million in 2025.**

REVENUE GROWTH

2023 **$10M** → 2025 **$13M**

Net Promoter Score in 2025.

85.1

with a 75% response rate

Prospects saw the promise made in PEAKE's marketing reflected in their sales and those face-to-face moments: **IT Excellence for Healthcare Excellence.** Then, clients got to experience PEAKE delivering on that promise.

The trust earned did more than win new business. It kept clients renewing, strengthened long-term relationships, and contributed to continued growth.

Clients were not only satisfied with service; they trusted the company enough to recommend it. In PEAKE's most recent NPS surveys in 2026, they're score has actually risen above 90.



Then, an unexpected measure of PEAKE's value emerged: what a buyer was willing to pay for the company.

PEAKE wasn't building toward a sale. But it was building a company others wanted to own. When buyers called, and they called constantly, Chris quoted a number far above what standard multiples supported, and explained why:

- **A clear, credible position** in healthcare IT that was reinforced across marketing, sales, and the client experience
- **Recurring revenue and strong margins** supported by a more focused growth strategy
- **High client retention and low employee turnover** reflecting the trust PEAKE had built with both clients and its team

> "The work we did with Brand3 gave me the confidence to establish a number, to believe in it, and then to stick to it through a negotiation. And we never came off of that number and we closed right where we said."

— **Chris Knotts** · founder of PEAKE



2× PEAKE sold for more than twice the average market multiplier for MSPs.

For reference, MSPs typically sell for **6 to 10 times** EBITDA. PEAKE's final sale **more than doubled** that typical range.



PEAKE became the model for future growth. The buyer looks to PEAKE's marketing and positioning, and the growth it helped achieve, as a model it can apply across the rest of its portfolio.

The valuation reflected years of relationship-driven marketing that helped PEAKE build trust and deepen client relationships.

Build a business that can scale beyond referrals.

PEAKE wanted to build a business with lasting value. That meant taking the trust they had already earned through great work and referrals, and building it into the brand itself:

A clear position

A message that mattered to the right clients

An experience that consistently delivered on that promise

That's the strategy we teach in Brand3's Scale Beyond Referrals Workshop.



brand3®
scale beyond referrals

THE SCALE BEYOND REFERRALS WORKSHOP

The workshop introduces Brand3's relational approach to growth and helps you begin applying it to your own business.
You'll learn how to:

- **Identify your hidden opportunity in the market.**
- **Become the obvious choice for the clients you're built to serve.**
- **Reach a wider audience and build relationships with your ideal clients at scale.**

Sign up for the workshop today.

Visit **scalebeyondreferrals.com** or scan the QR code for more information.