

Education Sales and Marketing, LLC has been acquired by Affiliated Computer Services, Inc., a Xerox company

St. Charles Capital acted as exclusive financial advisor to ESM in this transaction



Education Sales and Marketing, LLC (ESM) is a premier student relationship management contact center that provides enrollment services to for-profit and traditional higher education institutions. ESM provides inbound and outbound call inquiry services including qualify and transfer, appointment setting, and application completion services, marketing services for online education providers, as well as retention, alumni development, and counseling services that assist borrowers with implementing tailored repayment plans for their student loans.



A **xerox** Company

Xerox Corporation is a \$22 billion leading global enterprise for business process and document management. Through ACS, A Xerox Company, Xerox offers extensive business process outsourcing and IT outsourcing services, including data processing, HR benefits management, finance support, and customer relationship management services for commercial and government organizations worldwide.

ESM's ability to handle inquiry calls and provide student enrollment services will enable ACS to begin offering broader services to assist post-secondary schools in attracting and retaining the most-qualified students. This diversification will complement the services ACS currently provides to more than 700 colleges and universities, including managing almost nine million student loans worth more than \$100 billion.

"This acquisition will allow ESM to take the next step in its growth by offering our unique capabilities to Xerox's client list. ACS' financial aid services will dovetail nicely with our admission capabilities," said Rick Fort, the founder and chairman of ESM. "St. Charles was instrumental in helping ESM to navigate through a complex process and was critical to us achieving a successful transaction outcome."

Legal counsel for ESM provided by Richard Plumridge and Sean Odendahl, [Holme Roberts & Owen LLP](#).

St. Charles Capital provides expertise in mergers and acquisitions, raising private capital and financial advisory services for middle-market companies nationwide through four specific industry focus groups: diversified industries, financial institutions, healthcare and technology.

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