

PARTNER TREY DELOACH ASSISTS CROSSFIRST BANK IN PROVIDING \$20M DEBT FINANCING FOR SALE OF HOUSE OF OUTDOORS TO RISE RUN CAPITAL, DEAL NAMED FINALIST FOR D CEO M&A AWARDS

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Bell Nunnally Partner William A. “Trey” DeLoach, III assisted client CrossFirst Bank in providing \$20M in debt financing to Dallas-based private equity firm Rise Run Capital LLC in connection with its late 2020 \$20M acquisition of Frisco-based House of Outdoors, the holding company for Googan Baits and Fish Media (“Googan”), the fastest growing hard and soft fishing bait brand in the country, and Made By Influence (“MBI”), a leader in branding and merchandise manufacturing support for outdoor and lifestyle focused influencers and media personalities. Andrew Lipman was the lender on the transaction for CrossFirst Bank.

The acquisition of House of Outdoors, made possible through financing by CrossFirst Bank, was recently named a finalist for the D CEO “Mergers & Acquisitions Awards 2021.”

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