



BUSINESS BROKERAGE SERVICES  
**MATT JACOBSEN**  
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## EXPERIENCE

Matt Jacobsen joined TOK Commercial's team in 2025 to spearhead the firm's new Business Brokerage service line, with over two decades of business operations, acquisition, and leadership experience. He focuses on helping business owners navigate successful transitions by connecting them with qualified buyers and providing expert brokerage support through each stage of the transaction process.

He has held executive roles across a diverse range of industries, including power sports, agriculture, hospitality, and commercial real estate. He has led operational strategy, financial planning, and business turnarounds for both private and equity-backed companies. As COO of a multi-division holding company, Matt oversaw acquisitions, improved profitability, and streamlined processes to drive growth and efficiency. His background includes leadership roles at market-leading brands like Fox Racing, Klim, and Troy Lee Designs, where he played a key role in scaling operations and implementing long-term strategic plans.

With his strong analytical background, leadership in strategic planning, and proven track record of improving business performance, Matt brings valuable insight to both buyers and sellers in Idaho and Washington's dynamic business environment.

Matt assists his brokerage clients with the following:

- Business Valuation
- Confidential Marketing
- Buyer/Seller Matching
- Expert Negotiation
- Due Diligence Coordination
- Transaction Management
- Deal Structuring

## SKILL SET

### DEAL ANALYSIS



### INDUSTRY EXPERIENCE

**+20 YEARS**

### CONTRACT NEGOTIATIONS



## EDUCATION & PROFESSIONAL COMMUNITY INVOLVEMENT:

- Bachelor of Business Administration in Marketing with a focus in Management — Gonzaga University
- Board Member — Idaho Falls Downtown Development Corporation
- Participant — Buy Then Build Acquisition Lab, a premier accelerator for acquisition entrepreneurs
- Frequent speaker at industry events such as Fashion Institute of Design (on benefits of SAP), Outdoor Retailer (on Centric PLM benefits) and RISEX (on creating strong customer experiences)

## PERSONAL

Matt leads an active lifestyle, with his wife, two daughters, and their three dogs. He enjoys spending time outdoors year-round—whether skiing in the winter or surfing in the summer, if it involves water, he's all in. He's also passionate about fitness and regularly trains in CrossFit.

