# Fast Rising CRM Company Acquired in Another B2B AI Growth Marketing Deal Brokered by Website Closers

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TAMPA, FL, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- Omni CRM LLC, a performance-driven B2B lead generation and growth marketing agency serving technology, AI, and consulting firms, has been successfully acquired by Greener Legacy Group Corp. in a strategic transaction brokered by Paul Vartanian of Website Closers, the world's largest Tech & Internet business brokerage.

> Paul Vartanian and Website Closers handled the transaction professionally and helped ensure the business found the right strategic buyer."
>
> *representative of Omni CRM LLC*

The acquisition positions Omni CRM for continued expansion in the fast-growing sales enablement and outbound marketing sector, where demand for measurable pipeline growth continues to accelerate among B2B organizations.

AI-Powered Growth Marketing Agency Built Around Pipeline Performance

Omni CRM LLC has differentiated itself from traditional marketing agencies by positioning its services around revenue outcomes rather than vanity metrics. Instead of focusing on clicks, impressions, or generalized awareness campaigns, the company built its model around qualified appointment generation and sales pipeline acceleration.

The agency specializes in lead generation and outbound appointment setting, managing the full prospecting lifecycle for clients. Its services include ideal customer profile (ICP) development, audience segmentation, personalized outreach, CRM workflow management, prospect nurturing, and calendar booking.

By focusing specifically on technology, AI, and consulting businesses, Omni CRM developed a highly targeted approach designed to generate highly qualified meetings per month, helping clients create predictable sales opportunities and measurable return on investment.

A Strategic Acquisition in a High-Demand Market

As businesses increasingly seek scalable and cost-efficient alternatives to paid advertising, outbound lead generation and appointment-setting firms continue to attract strong buyer interest.

“Omni CRM built a compelling business around measurable outcomes and a highly specialized customer base,” said Paul Vartanian, broker at Website Closers. “The company’s recurring client relationships, performance-driven service model, and positioning within high-growth industries made it a very attractive acquisition opportunity.”

Omni’s ability to manage end-to-end outbound sales systems while integrating directly into client CRM environments contributed to its strong market appeal.

Growth Opportunities Under New Ownership and a Successful Transition for the Seller

Greener Legacy Group Corp. sees significant opportunities to scale Omni CRM’s existing framework while expanding service capabilities and market reach.
“Omni CRM has built a strong reputation for helping B2B companies create predictable growth through highly targeted outreach,” said a representative of Greener Legacy Group Corp. “We’re excited to build upon the company’s proven systems and continue delivering measurable business outcomes for clients.”

For Omni CRM LLC, the transaction represents a successful transition to new ownership with the infrastructure and strategic resources to support future growth.

“We built Omni around the idea that businesses deserve marketing tied directly to results,” said a representative of Omni CRM LLC. “Paul Vartanian and Website Closers handled the transaction professionally and helped ensure the business found the right strategic buyer.”

With this acquisition, Omni CRM enters its next chapter with expanded opportunities for scale and innovation. Its proven lead generation systems, strong positioning within high-growth B2B verticals, and measurable ROI-focused approach provide a strong foundation for continued success in the evolving growth marketing landscape.

Congratulations to Website Closers on another milestone closing and transition for Omni CRM LLC!

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