



Our process enables a business Owner or CEO to avoid a situation where at the 11<sup>th</sup> hour they realize that they're accepting an amount for their business which is less than what they could have received by optimizing operations and reducing the business's intrinsic risk before going to market.

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## Preparing a Business for Sale

When preparing a business for sale, the Owner/CEO needs to approach the exit strategy with the same focus and drive that helped build the business. Unfortunately, statistics show that the majority of businesses that go to market don't sell. However, an Owner or CEO who is "ready" with an attractive business greatly increases the odds that the business will find an eager buyer. Yet, preparing a company for sale may be a long and complex project, taking up to two years of preparation. Then, once a buyer is found, the sale process can take over six months.

Working with outside accountants, attorneys, investment bankers and financial advisors, our team of professionals serves as independent, expert advisors for support in preparing a business for sale. The business Owner/CEO is able to complement their deep understanding of the business with independent, objective experts skilled in functional areas such as operations, finance, technology, human resources and marketing.

**We execute an NDA prior to the engagement, due to the highly confidential nature of topics to be discussed.**

### Business Value Optimization

Our **Deal Readiness Rating® Methodology** gives an Owner/CEO an opportunity to strengthen the overall quality and competency of their company in advance of the sales process. It is a road mapping procedure that utilizes a proprietary assessment and management tool that helps a business maximize its value by:

1. Assessing a business's competency
2. Identifying and prioritizing a business's specific risks
3. Motivating management to take action to implement specific improvements.

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***Our national presence and extensive experience allow us to help clients quickly develop an accurate assessment of and improve key performance issues, including relevant market benchmarks, cash flow drivers, and customer trends.***

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## Preparation Steps

Our **Deal Readiness Rating® Methodology** of an initial assessment, value creation, and risk mitigation positions the business for sale. Buyers, such as corporations, private equity firms, and family offices will quickly recognize any attempt to hide issues, conceal problems or quickly stage the business, so adequate preparation is essential. Below are the steps for preparing a business for sale:

1. Conduct a Business Operations/Risk Assessment
2. Determine a Range of Value
3. Prepare a Detailed Business Strategic Plan
4. Implement Optimization Action Plans
5. Project Manage the Optimization Process
6. Consult an M&A Advisor or Investment Banker
7. Compile Due Diligence Information



**Clearly define the current business health so that improvements can be made before starting the sales process.**

## Business Operations/Risk Assessment

Establish a clear definition of the current business health so that those shortcomings can be improved before launching the sales process. Consider the following components:

- Analyze strategic business plan
- Know the financial position
- Separate personal assets
- Review the sales history
- Evaluate the leadership team
- Identify and mitigate risks
- Review HR policies procedures
- Evaluate technology
- Streamline corporate structure
- Formalize agreements with customers, staff, and suppliers



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***Taking a consultative approach, we conduct interviews, analyze operations and review policies and procedures. We then combine this information with financial analysis to build the Business Operations/Risk Assessment Report. Following the release of the Assessment Report, we help develop an agenda and manage the optimization process for creating value before launching the sales process.***