

FOR SELLERS

THE ADVANTAGES OF OUR APPROACH

Confidentiality: We do not disclose your company's name until we have jointly reviewed with you the qualifications of a possible buyer, have received a signed confidentiality agreement, and have your consent.

Broad Exposure: We are able to give broad exposure among all of the industry "players" to the fact that the business is for sale, without identifying the company.

Higher Price: by combining a blind confidential approach to a large number of targeted companies with a careful qualification process before actually providing information, we are able to generate a larger number of qualified buyers. This often leads to a higher price.

PROGRAM

Step Eight: Completion of the Transaction

- Track issues until closing
- Assist in problem solving
- Close transaction

SALES

Step Seven: Visit and Selection of a Final Prospect

- Obtain final terms
- Select best buyer

TARGETED

Step Six: Request Preliminary Indication of Interest

- Evaluate Interest
- Require price and terms
- Schedule visits

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Step Five: Provide Background Information

- Sign confidentiality agreement
- Provide memoranda
- Set time frame and steps

IN

Step Four: Screen Prospects

- Screen against criteria
- Qualify financial capability
- Test interest and motivation

STEPS

Step Three: Contact Prospects

- Call or write prospects
- Maintain confidentiality
- Obtain details on each respondent

KEY

Step Two: Develop Database of Buyers

- Financial or strategic transaction
- Develop database of prospects
- Identify top prospects
- Analyze competitors, customers, suppliers, and others

EIGHT

Step One: Develop Background Information

- Understand the business
- Highlight strengths and opportunities
- Analyze financials
- Develop range of values
- Sale of stock versus assets
- Write descriptive memorandum