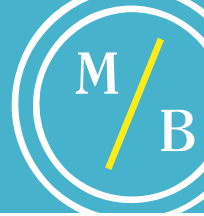


THREE SHOCKING STATS ABOUT BUSINESS SUCCESSION AND EXITS



Stat 1: 70% Failure Rate in Selling

70% of businesses that list for sale, never sell. Yet, the average business owner has 80% of their net worth tied up in their business. Most need that money to fund retirement, their next venture, or charitable giving goals.

Questions

- Does the 80% stat ring true for you? What % of your Net Worth is tied up in the business?
 - If we were to exclude the value of your business from your next chapter planning what impact would that have on your lifestyle?
 - What have you done to date to beat the odds and be part of the 30% who sell?
-

Stat 2: 90% of Owners Won't Maximize Price and Terms

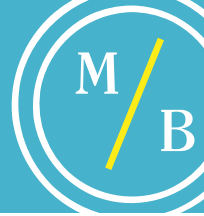
90% of Owners won't maximize Price and Terms at time of exit because they put off preparing for that exit until it's too late. Successful preparation starts 3-7 years out and can provide a 2-4x increase from your current valuation and provide a greater % of cash up-front at time of closing if you're willing to start now. One of the trends that comes with Owners is that they wished they had started preparing sooner. The Optimism that drives their success as an Entrepreneur isn't a great strategy when it comes to selling their company. Preparation is what you want when you're under the scrutiny of a potential buyer.

Questions

- If you had a magic wand, when would you like to transition out of your business? Why not sooner or later?
- There's 8 different buyer types, have you narrowed down which options you want to pursue in a sale?
- What have you done so far to prepare to maximize price and terms at time of sale? Regardless of whether they want to sell to a 3rd party, family member, or partner among other options you should treat the preparation process the same.
- Are you confident that you would sell at best-in-class price and terms based on the work you've done to date?



THREE SHOCKING STATS ABOUT BUSINESS SUCCESSION AND EXITS



Stat 3: 30% Have less time than they think

30% of owners have less time to prepare than they think because life throws us curve balls. Death, Disability, Divorce, Partner Disagreements, and Business Distress (the 5ds) will impact 30% of all owners. In short, the Owner didn't have the time that they thought they had to prepare and sell on their own terms. Just like you would have life insurance or disability insurance to take care of your family, Owners need a plan to monetize their business in one of these unplanned exit events.

Questions

- Tell me about your Estate Plan, Operating Agreement, and Buy/Sell Provisions?
- Have they been updated/reviewed in the last 36 months?
- Do you have a valuation formula in the operating agreement or buy/sell? How do you plan to fund it/monetize the business?

Let's Connect



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