



CHESNUT & CAPE CAPITAL PARTNERS, LLC

MERGERS · ACQUISITIONS · BUY/SELL INTERMEDIARIES

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IF NOT NOW...Be READY for WHEN!

Generally speaking, Owners and CEO's of small and large companies today are admittedly living through one of the most difficult markets we will experience in our lifetimes. Whether we are producing goods or services, most are reluctant to even guess what impact today's financial instability will have on business just a few months or a year from now.

Those who are considering an Exit Strategy, Strategic Alliance or Acquisition at this time are in a quandary. The "Sell" side recognizes that valuation multiples are simply NOT what they were only 12 months ago and have no interest in deeply discounting their business, and rightly so. The "BUY" side, made up of individuals, Private Equity and Venture Capital groups are approaching the marketplace with deeply discounted multiples, in mind, convinced EVERYTHING for sale or alliance ought to be priced as if a "Distressed" sign hangs over all businesses.

Now MAY NOT be the time to sell or combine your business assets with a strategic partner, however, a well-defined Exit Strategy takes months to thoughtfully construct and execute. Whether the economic conditions improve yet this year or early into the next those who prepare now will be the beneficiaries for the classic recovery that will be accompanied by pent up demand for small to midsize businesses that will have greatly improved valuation multiples.

An important lesson the principals at Chesnut & Cape Capital Partners have learned over their many years of experience is that tumultuous times typically present the attentive business owner with unique opportunities.

Feel free to call or contact us at www.ExitStrategically.com so we can discuss and begin planning ***your*** Exit Strategy.

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One Opportunity to do it Right!