

IT'S NOT JUST ABOUT THE MONEY

As you become more familiar with the experience we bring to your table, you will hear us repeat our conviction that, “It’s not just about the money” when considering an appropriate *exit strategy*.

Of course, every entrepreneur who has built a business, or made one he or she acquired better, wants to maximize its value. Then, if it’s a matter of selling the business, attracting a buyer who will pay a premium for the business is obviously, desirable. There are other important matters that deserve consideration and attention. Said another way, the *best* buyer is not necessarily always going to be the one who is willing to pay the highest price.

Some of those considerations may be:

- **FINANCING**
 - Would you prefer a significantly higher offer if it meant providing some portion of seller financing or a lower price with primarily cash being paid at the close?
- **TAXES**
 - Could it be that a lower up-front price would be advantageous for both you and a qualified seller? Complex issues often arise and expert guidance on this matter is a must.
- **TRUST**
 - It is a matter of trust. Do you trust the buyer and believe your legacy and years of hard work will be carried forward as you envision it should? Some have turned down potential buyers they couldn’t get comfortable with even though it may have meant more money.

There are many more to think about but we’re convinced it is important to plan to *exit strategically*. It’s not just about the money.

- Jim Naleid
Managing Director