

LOOKING AHEAD

November 19, 2008

At the moment, we all would like to fast-forward the economic clock, maybe as much as a year or two out. After what appears to be one bad report after another, we can't help but be affected and what we are learning is that there has been no place to hide.

Globally, financial assets are taking a beating, and although it is difficult to imagine the Dow Industrials making their way back to late 1970's and early 80's levels of 800 or so, the real fact of the matter is that, historically, whenever the news is at its worst and trending worse still, the markets have already discounted and factored in the bad news out in front of us.

Many business owners, and investors for that matter, are now looking through a rear view mirror of sorts and wishing they had structured and executed an Exit Strategy "last year." While that may be the case for the moment, looking ahead nine to twelve months is something that should be done now, especially for those most interested in moving forward through what eventually will be a recovering marketplace.

A sound Exit Strategy, one that leaves little to chance, requires as much as six to nine months of advance preparation. Whether the objective is to seek a buyer, a strategic partner or an appropriate acquisition, looking ahead and taking action in anticipation of meeting an objective is far better than attempting to respond to unforeseen events when they are happening.

Chesnut & Cape Capital Partners have expanded their reach with advisers now located in Wisconsin, Minnesota, Florida, Munich, Madrid, Paris and Oslo. Our European team largely represents buyers looking for opportunities in the U.S. and despite everything we hear about economic gloom and doom, there is significant cash in the hands of those looking to diversify and or to invest in well-run companies here and abroad.

We'd be foolish to suggest that there will not be greater challenges ahead, but as much as anything, we are encouraging all those we meet with to look ahead, beyond yearend 2008, and take control so as to put you in a position to ExitStrategically.com