

1. ENTERTAIN-EXPLORE

The time to Entertain or Explore the possibilities of an exit strategy is not when you are faced with unforeseen occurrences. Such an effort should be taken on earlier rather than later. Epiphany or realization of the need to proactively create your exit strategy begins with Entertaining and Exploring the “art of the possible.” Let the process begin!

2. EVALUATE – ESTIMATE

How are you to Evaluate what your business is worth? Will an Estimate do? You may believe you know what your business is worth but until you are willing to put it to test and scrutiny of an unbiased methodology, what you think your business is worth and what the market will bear could be vastly different. Here too, only a professional business valuation will do.

3. EDUCATE – ENLIGHTEN

In order to Exit strategically, you must take on the daunting task of coming to grips with the complexities of selling, merging, holding or growing your business. It’s not just about the money. Are you willing ready for this? How do you know? Without experienced legal, tax and financial planning advisors and an honest personal assessment, you remain vulnerable and uncertain. Our job is to Educate and Enlighten by bringing it all together.

4. ENGAGE – EMPOWER

Now you are ready to Engage and Empower the experts who have come to understand your business, your needs and the reasons why this transaction should appeal to the marketplace. With our Seller Coordinator looking after the details and information required of you and our Buyer Coordinator confirming the qualifications of the prospective buyers, you can step aside and empower the process.

5. ENUNCIATE – ELABORATE

You’ve looked at your business one way or another and have described in a number of different ways over the years. Now is the time to have a professional copywriter take a fresh look at what your business has become...time to see the forest from the trees, so to speak.

6. EXECUTE and EFFECUATE THE EXIT STRATEGY

It has been perhaps months that you and your professional team have spent working the numbers, gathering data, shaping the prospect criteria and coming to an agreement on optimal pricing. No stones have been left unturned. It is now time to remove the emotional component of “affection” for your business and allow your negotiating team of advisers to Execute and Effectuate the Exit Strategy.

7. EPITOMIZE – ENERGIZE – ENACT – ENJOY

This is what it’s all about; realizing the value of long hours, sacrifice, frustrations, high and low points, victories and defeats and what you’ve earned is about more than just the money...it is Peace of Mind...because you will have taken the time to recognize that you may have only One Opportunity to Do it Right.