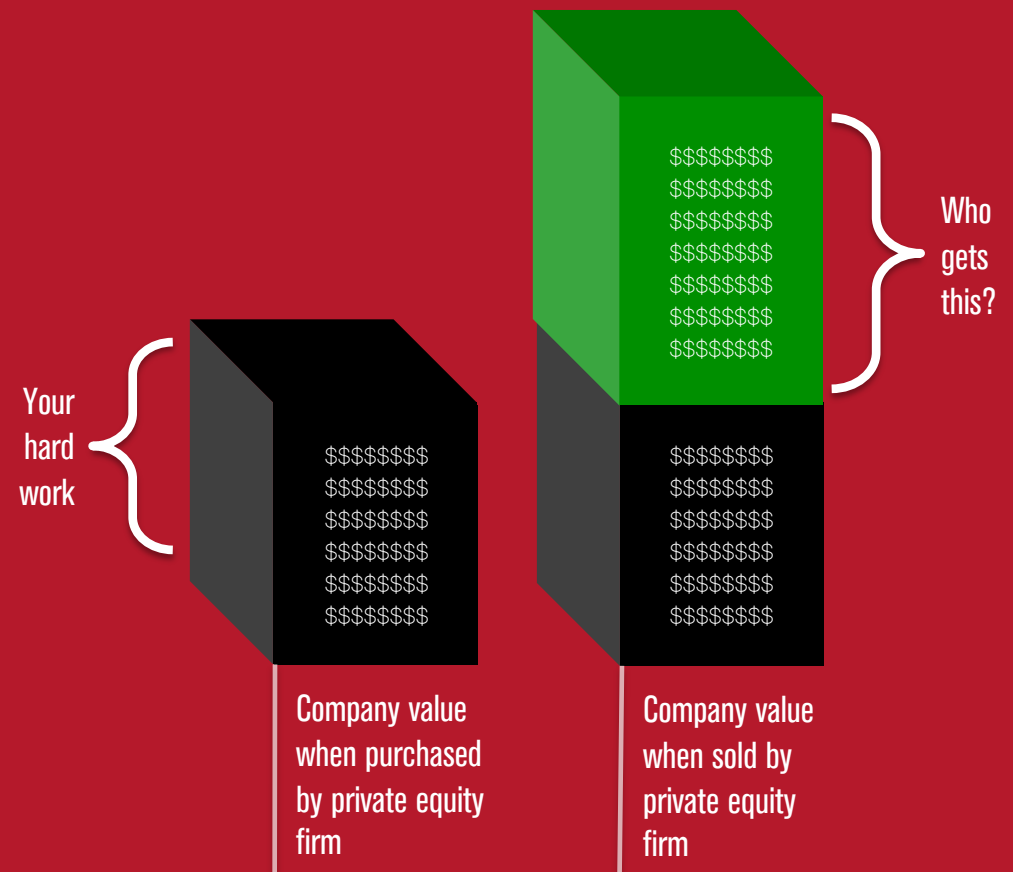


# You've earned it: Don't give it away.

Private Equity firms buy middle market companies and then improve and resell them. As a result, PE firms often double their money or more.

The original owners or shareholders usually get little or none of the increased value.

Whether you want to grow or sell your company, **call Stanton Associates to help you realize your true value.**



## Why not *unlock the value* and keep it for yourself and your family?

What if you could achieve this growth potential yourself—with help from an expert team?

Stanton Associates professionals are proven business operators. We work with you and your team to

- Accelerate revenues
- Improve gross margins
- Increase company net worth
- Raise capital\*
- Sell the company\*

\* Services provided through our registered broker/dealer alliance partners

## What are your *real* goals?

Do you feel your company has the potential to be bigger and more valuable?

Are you considering selling some or all of your company?

Alternatively, what if you could pay yourself a dividend equal to the current value of the company **without** selling any stock?

Whatever your goals, we can help you achieve them.

## We put *skin* in the game.

Often, companies hire consultants who charge a lot of fees, but don't deliver results.

We are so confident in our ability to help companies grow that we put skin in the game.

This aligns our interests with yours. We tie the majority of our compensation to the value we help create, and we reduce our up-front fees significantly.

Because in the final analysis, it's results that count.

# Stanton Associates focuses on the three most important areas that drive growth and profitability.

## Profitability Analytics

Relying on intuition is a too common mistake. Numbers don't lie. We analyze profitability by customer, by product, by market and other factors. This enables you to allocate resources to higher margin activities – and take corrective actions in high potential areas that are underperforming. And we give you the tools to monitor and maintain profitability long after our job is done.

## Sales

We bring an integrated approach to review and improve the multiple factors that impact sales performance. These include the sales coverage model, sales process, compensation structure, pipeline management and other key elements. The aim is to expand your sales pipeline, increase conversion rates and grow your top line.

## Marketing

First, we ensure your marketing strategy is directed at the most profitable segments and customers. Next, we help you grow market share and penetrate new markets. All marketing efforts are measured for their effectiveness. Low performing activities are adjusted or canceled. We utilize proven tools to ensure there's tight alignment between marketing and sales.

# Experience.

## We've been in your shoes.

Members of the Stanton Associates team have served as CEO, CFO, COO, CMO and Head of Sales at many mid-market companies. We know what it takes to deliver results.

We also bring proven solutions and expertise gained from our background at some of the world's top consulting firms – McKinsey, Andersen, Ernst & Young, KPMG, Price Waterhouse.

Stanton Associates is experienced working with founders or subsequent-generation owners and their team to unlock the company's potential.

We are passionate about what we do, and we work hard helping our clients to achieve successes they never thought possible.

# Challenge us today.

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