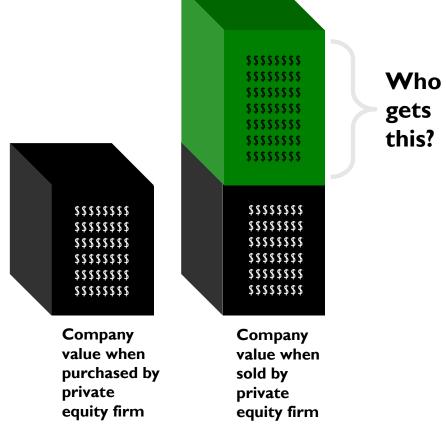
# Selling your company? Don't let others steal the value you've created

Private Equity firms buy middle market companies and then improve and resell them. As a result, PE firms often double their money or more - in 5 years or less.

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



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



# A tale of two companies

#### **Good Company**



- It is run reasonably well, but...
- EBITDA margin is below the industry average
- Not growing

#### **Great Company**



- EBITDA margin above the industry average.
- Has a growth strategy that it is executing

- Compare two companies that are essentially the same: i.e., their products are very similar and so is the pricing.
- But Great Company will probably have an exit valuation 2 to 3 times that of Good Company. WHY?
- Two major factors that drive valuation:

### **EBITDA** x **Multiple** = **Selling Price**

A key driver of the multiple is whether the company has a growth strategy that it is executing.

If you are thinking of selling your company, first move from Good to Great – unless you would like the guys in suits to take what is rightfully yours.



## Icing and cake: make sure you get both.



There are a lot of "Exit Planners" in the world today. Mostly they do good things to help the business owner prepare for a sale, which really amounts to the icing on the cake.

We think icing on the cake is a very good idea – but it is not the cake.

The CAKE is maximizing EBITDA <u>and</u> the multiple.

Most exit planners have limited to no ability to help you with the cake.

We will help you with the cake – and also the icing.



## Our process and how we help

# Set Personal and Financial Objectives

How much do you want/need to get from the sale of your company? What is your ideal timing? Other nonfinancial objectives?

#### Readiness Assessment

Is your business ready to be sold? We work with you to form a realistic assessment of your readiness: quality and depth of management; the quality of the financial records, your company's ability to forecast accurately; the legal records; tax planning; personal wealth planning; and other factors.

#### Estimate Company Valuation - current and potential

We can almost certainly give you a reasonable estimate of the valuation by working quickly and confidentially on a no-names basis with our investment banker connections.

We will give you a candid report of the potential for significant value creation in anticipation of a sale. If you decide to sell soon anyway, then we can move straight to step 5.

#### **Value Creation Plan**

If you want to earn what is rightfully yours, then we will work with you to create a detailed value creation plan to drive a significant increase in value. And we can assist you to execute the plan successfully.

#### **Exit Plan**

A detailed executable exit plan to include: cleaning up the financials and developing reliable forecasts; corporate clean-up and getting IP secured; tax strategies: corporate and personal; helping shore up key members of management; assemble team of advisors for the transaction; and more

# Navigate the Selling Process

We guide you through what can be a complex process: manage implementation of the exit plan, coordinate with other advisors, assist with difficult decisions and many other things that are required to get you to a successful completion of the sale of your company.



# We've got the experience to make a difference for you.

Members of the Stanton Associates team have been the CEO, CFO, COO, CMO and Head of Sales at many mid-market companies.

We know what it takes to drive value creation prior to an exit.

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

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

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