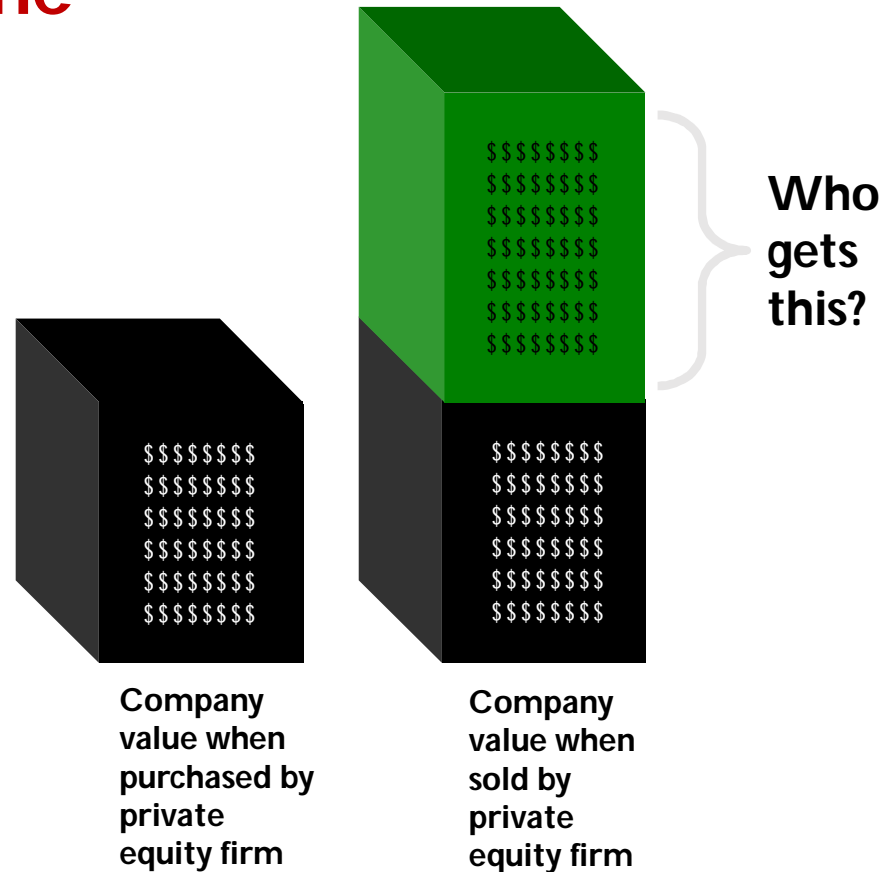


Selling your company?

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:

$$\text{EBITDA} \times \text{Multiple} = \text{Selling Price}$$



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.

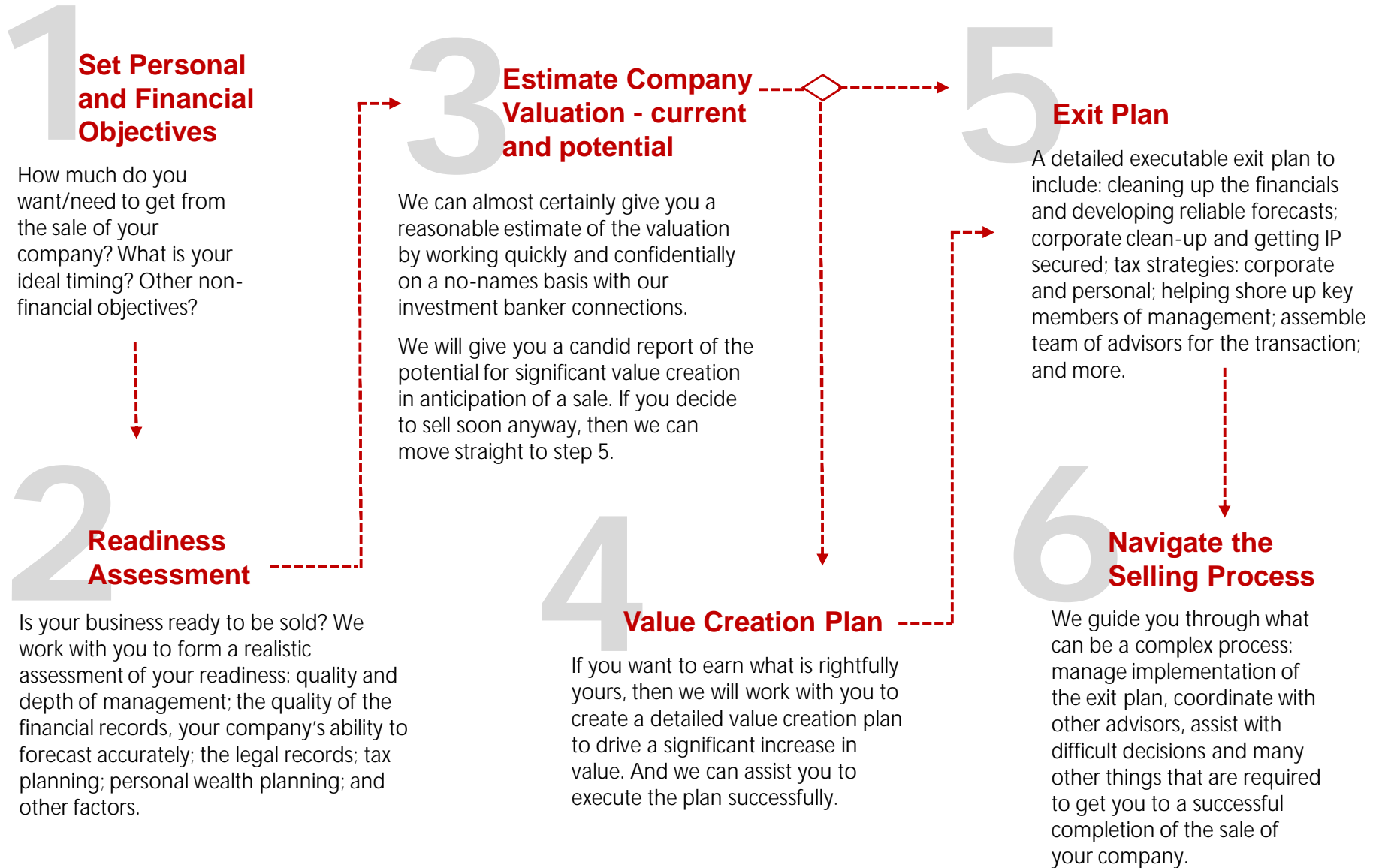
We think icing on the cake is a very good idea – but it is not the cake.

The CAKE is maximizing EBITDA and 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



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

Members of the Stanton Associates team have been the CEO, CFO, COO 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.

Contact

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