



Maximizing Company Value By Design

You have devoted years to building your successful business. Now you are considering possibly your most important business decision – to sell or merge your company or division. You have created value and opportunity and now you deserve to realize your highest and best price and terms.

There are several reasons why you might sell your business:

You may want to diversify your holdings for investment or re-allocation of resources. The timing may be excellent to realize the maximum price for the foreseeable future. A change in corporate strategy or business situation may necessitate a sale.

Whatever your reason, you want to approach this process with the same confidence you had as you built your business. For decades, Sunbelt Business Brokers has been assisting clients with M&A, divestitures, private equity, and valuations. Backed by a network of over 300 Sunbelt Business Brokerage offices and affiliated M&A firms, Sunbelt offers the expertise and geographic coverage without equal in the M&A marketplace. The services we offer are as follows:

Seller/Divestiture Services

Sunbelt Business Brokers helps middle market owners execute both exit strategies and unit divestitures that maximize value of their business investment. As illustrated above, Sunbelt's organized and professional approach requires limited time commitment from management.

Services include:

- Market and Competitive Evaluation Intelligence
- Corporate Growth Plan
- Target & Professional Solicitation of Acquirer Universe
- M&A Negotiation
- Due Diligence Coordination



Our 5 steps to maximizing value by design:

1) Define Your Total End Result Goals-

Before we try to propose the optimum strategy, we listen and work with you to fully understand your ideal outcomes. A plan of action that works for one set of owners doesn't necessarily work for another set. We start with your desired outcomes and work back to produce a strategy to maximize your goals. We deliver total satisfaction with your end results.

2) Get To Your Universe of Prime Buyer Candidates-

We are members of every significant M&A association. For years we have been building extensive databases of strategic buyers, corporate intelligence sources, private equity groups, financial buyers, "high-net-worth" persons, referring professionals, etc. From this universe, we select the best candidates compatible to maximize your growth potential. At the first contact we carefully probe, based upon years of experience, the candidate's qualifications and motivations. While we create a confidential but compelling story about your business, unless we believe the buyer is a qualified motivated prospect, we offer no identifiable specifics on your business without your approval and a signed confidentiality agreement. Our priority is to locate the best candidates in your total market universe without revealing your identity.

3) Your Compelling Growth Potential-

Buyers buy to grow and will pay more when a business' growth potential is customized to illustrate how a buyer may realize greater growth opportunity than may be readily apparent. Before presenting your business, we probe buyers to understand more about their growth strategies and ability to acquire. We will aggressively document your "recasted" historical financial performance to enhance the earnings component of the business valuation calculation. We will support your accelerated growth potential by way of proven marketing investments and improved operating economies to enhance the growth multiple applied to your business valuation.

4) Motivate The Top Buyer Prospects to Submit Their Best Offers-

While we are very expansive in describing our universe of potential buyers to each buyer, we are slow in revealing information to maximize buyer interest. Listening to prospects often offers fresh insights into new growth strategies other buyers may be excited by. Prospects always reveal critical leverage insights to a trained M&A professional. We delicately take the best buyer prospects to their maximum offer, then ask for more as we provide additional information that we expect to increase their offer!



5) **Your Final Call Process-**

Once we believe a prospect has reached its maximum offer, we arrange what may become several calls for letters of intent (LOI). At the final call we arrange to have our entire team (including attorneys and CPAs) on a conference call speak to each of the final bidders. Numerous information exchanges between all parties will reinforce your growth potential. The final step will be when you select the best and highest offers that your universe of buyers has to offer. Unlike many M&A firms, we seek to minimize due diligence until after an LOI has been accepted. During the due diligence process, we work hard to keep as many buyers still interested as possible. Buyers tend to view due diligence as a time to look for items to mitigate price or terms. We seek to prop up or increase the price by illustrating new opportunities and the other buyers we have as backups. During due diligence, we will work with your attorneys and accounting professionals to ensure your best deal as they work to close.

Summary

The Sunbelt leverage factor is a very large component to the success of Sunbelt’s M&A strategy. With the reach of Sunbelt Business Broker offices worldwide, 1,500 brokers and the M&A affiliation, support, experience and contacts of Sunbelt’s M&A group, our services are top caliber. Sunbelt’s M&A group serves as the middle-market M&A vehicle for the Sunbelt network and offers expertise and geographic coverage without equal in the M&A marketplace.

