

---

**Contact:** Lori Goodwine/CIM Marketing Partners  
**Phone:** 702.944.2464  
**Email:** lgoodwine@cimmp.com

**NEWS RELEASE**  
**January 6, 2015**  
**FOR IMMEDIATE RELEASE**

## ***Cjk Securities Announces A New Service Offering – Enhancing A Company’s Value***

**LAS VEGAS, NV** – CJK Securities, Inc., a Las Vegas based investment banking firm, is pleased to announce its new service offering – “Enhancing a Company’s Value.” From its founding in 2004, CJK has been helping owners sell their companies, and the firm knows from experience that most owners do not include “improving my company’s value” in their planning. Moreover, according to a recent survey by a major accounting firm and the Exit Planning Institute, eight of ten companies put up for sale don’t sell because of one or more “deal breaker” conditions in the company.

“Coupling CoreValue, a ‘best in class’ value enhancement software program, with the extensive experience of our bankers, we’re able to help owners significantly increase the value of their companies by helping them ‘button-up’ operations in key areas,” said Robert J. Jirovec, CPA, President and Co-Founder of CJK Securities, Inc. According to Jirovec, “The software begins with the owner completing a 15 minute assessment by answering one question for each of the 18 key value driver areas in any company.” This results in a report estimating the company’s potential value improvement, and the five operational areas where most of this improvement can be achieved. It also points out “red flags,” conditions that may make a sale unlikely.

Free access to this initial survey is available at [www.cjksecurities.com](http://www.cjksecurities.com).

### **ABOUT CJK SECURITIES**

CJK provides investment banking and financial advisory services to small and medium sized privately held companies, whether owned by a family, several investors, or by a venture capital or private equity firm. Its services include helping owners sell their companies, buy another company or raise growth

capital. CJK's clients are primarily located in Nevada, Arizona, California and Utah. For more information, call (702) 493-6911 or email [rjirovec@cjkscurities.com](mailto:rjirovec@cjkscurities.com).

#### **ABOUT CIM MARKETING PARTNERS**

CIM Marketing Partners provides services that include strategic consulting and planning, digital and social media, public relations and advertising, media buying and placement, corporate identity development and branding, brochure and collateral development, television and radio production and special events planning and management. For more information, call 702.944.2464 or visit the Web site at [www.cimmp.com](http://www.cimmp.com).

**-END-**