



For Immediate Release

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NEW REALITY TV SHOW

Sell It Or Max It

The Biggest Decision A Business Owner Will Make

Las Vegas, NV February 2019

LIVEPLAN.COM from Palo Alto Software has Joined the new reality TV Show “Sell It Or Max It”,

The new reality TV show being cast in Las Vegas has announced that LivePlan.Com from Palo Alto Software will be joining TEAM MAX IT.

LivePlan.Com from Palo Alto Software has joined TEAM MAX IT

Live Plan will be joining TEAM MAX IT to create the initial business plan and provide TEAM SELL IT with the initial valuation as well as tracking the changes that TEAM MAX IT improves.

LivePlan connects with major accounting software such as Intuits Quickbooks Online to provide real time business metric tracking. In addition, with LivePlan's unique approach to business planning, you'll have a one-page business plan before you know it. It's fast, easy, and even fun. In no time, you'll be planning marketing and tracking sales activities, dreaming up products and service offerings, and creating essential financial projections. It's the quickest way to get started. Track your progress and manage your business in an easy-to-read dashboard. See how your revenue and key metrics measure up to your own goals and industry standards, and quickly make adjustments to your plan as things evolve. It's a *live plan*, after all.

The Show, SELL IT OR MAX IT

The show focuses on business owners in America. Now, more than ever, business owners are facing one of the hardest times in history, more tax, more government oversight, rising minimum wages, international competition and technology overload. The business owner is required to be an expert in legal, tax, HR, marketing, sales, distribution logistics and technology and are now working more hours than ever before.

This show will be a cross between “The Profit” and “Love it or List It”, with the positive personality of “Fixer Upper”.

The premise is to pit two teams of business experts against each other with the outcome to give the business owner a choice of whether to sell or to continue to run the business under a whole new structure.

The two teams are TEAM MAX IT and TEAM SELL IT.

TEAM MAX IT will be made of up business experts and will remodel the business for better profits and growth while TEAM SELL IT will do an initial valuation of the company and will bring potential buyers to bid on the company. The seller will have to decide whether to continue to run the company under a new and improved structure or to sell it and sail off into the sunset.

The show will be providing up to \$50,000 in business benefits to the business owner.

When: Filming April 18-20th, 2019

Where: Las Vegas, NV

Casting Businesses: February 12th - March 29th. Final Selection of business April 2nd

Created By: Ken Himmler

Hosted by Ken Himmler

Exec Producer: Samantha Steele

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Press- Contact Phone Number 702-996-7587

Casting Website: www.sellitormaxit.com

Producers Notes: Members of the media are invited to interview the show creators, show contestants and be present on set during filming. Please contact Exec Producer for more details

To schedule a Press Interview with show creator Ken Himmler, Please click on the schedule link below.

<https://calendly.com/ken-bengal>

Or Call Exec Producer Samantha Steele at 702-996-7587