



AGENDA

How and When to Exit Your Business for The Most Profit – a Planned Exit Strategy

7:30 a.m. – 8:00 a.m.

Registration and Continental Breakfast

8:00 a.m. – 3:30/4:00 p.m.

Session starts promptly at 8:00 a.m.

Morning Session

BUSINESS VALUATION

- Building value vs. growing a business
- Value myths exposes – P/E ratios, multiples and book values alone means less money for you
- Exit strategy and timing
- Presenting your financials properly

PACKAGING YOUR PROPOSAL

- Seeing your business through the eyes of the buyer
- Explaining your company's past; documenting its future potential
- Creating your 'document of value'

THE M&A SALES PROCESS

- 12 steps to take you from the start of the selling process to a successful close
- Common and costly pitfalls to avoid

WORKING LUNCH

Afternoon Session

COMPUTING THE VALUE OF YOUR BUSINESS

- Demystifying M&A jargon – CAPM, discount rate, beta factor, terminal value and more

IDENTIFYING AND ACCESSING BUYERS

- How to identify and approach the right buyers
- Which buyers to avoid and why
- Why big companies buy small companies
- Even the odds when dealing with sophisticated buyers who purchase several businesses each year
- Why your most likely buyer may not be the best buyer

NEGOTIATING AND STRUCTURING THE DEAL

- Negotiating mistakes to avoid
- How professionals may get the best price in the shortest time
- Managing multiple buyers to obtain the highest possible selling price
- Deal structures designed to give you more cash with less risk

FORMS OF PAYMENT

- Increasing your total purchase price through stock, royalties, license fees and consulting fees
- Making your business "pay you" even after you exit
- Important legal and tax considerations
- Protecting your lifestyle and estate needs

Generational Equity is one of the nation's leading specialists in mergers, acquisitions, and divestitures of private, middle-market businesses. Generational Equity offers the personal attention of a small firm, the resources of a large organization, the expertise of a middle-market M&A specialist and the experience of seasoned M&A professionals. Generational Equity is headquartered in Dallas, TX.

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