

Exit With Style, Grace, and More Money®

"Nobody is going to buy your business" is a statement that can deflate an owner just as sure as a pin to a balloon will send it spinning around the room.

The above is the opening to *If They Can Sell Pet Rocks Why Can't You Sell Your Business (For What You Want?)* and it's more common than you might think. Not all are situations as dramatic as this one but many lower middle market business aren't worth what the owner hopes they're worth.

It starts with planning, as in Chapter One of our book *Exit With Style, Grace, and More Money*.

And not just business planning. It is just as, or even more important, to have your personal life ready for a sale. We emphasize:

- Working with your financial advisor.
- Knowing the answer to, "Why are you selling?" and the answer can't be, "To pursue other interests."
- Understand what your next great adventure in life is and put that in your answer to the previous question.
- If the answer is retirement, does your spouse want you around 24/7?

"John Martinka has been a trusted advisor for nearly 20 years to the environmental consulting firm I co-founded. During that period, John moderated strategic planning sessions, helped transition the firm from an LLC to an ESOP, and served as Chairman of the Board of Directors as the company grew and matured. He provided thoughtful guidance during crucial transitions along the way and kept us on the path to long-term success." Cliff Schmidt, Co-Founder, Farallon Consulting

Planning – Owners without an exit strategy will likely sell at a discount, Kiplinger Report. It's not that hard, let us help you implement our ACTION™ plan:

Arrange all the affairs of the company (and before that arrange your personal affairs, as outlined in *Exit With Style, Grace, and More Money*)

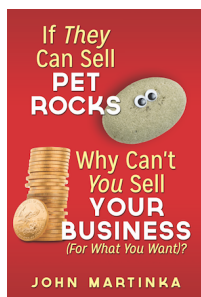
Coach and counsel the company, its people, processes, and systems

Transmit and teach all the good "things" about your firm (and those "things" are)

Intricacies that make your company special

Operations and management systems in place that will make a transition smooth

Numbers, all the financials in understandable form, straightforward with no "tricks"



Create a Large Exit for Your Small Business®

Let's face it, most owners don't look at their business, think about exiting, and decide to raise the dimmer switch so the business is bright and shiny for buyers.

Too many get up one day and say, flip the switch, I need out.

A little planning can go a long way to increasing value. Besides what's explained below, our job is to coordinate the team, which should include, at the very least, an M&A attorney, deal-savvy CPA, financial advisor, and these days often an HR expert (because there are so many HR traps).

We help create those large exits for small businesses (so going to market is faster, smoother, and more rewarding). When asked what exiting with style and grace means, we answer, finding the right buyer who will pay a fair price, treat the employees right, and preserve your legacy.

We do it by coaching the owner to get things done. We don't do fractional C-Level work or project work, although we have partners who do this. We've come to realize most owners have the secret sauce

in their head. We know how to get it out and activate it.

"Hey John, thanks a million (dollars I hope). You've been an amazing help to us." Donna Buckingham, VP Softwear Clothing, Redmond, WA

We offer complete sell-side intermediary services for lower-middle-market companies. And it all starts with being ready to sell. Our goal is to have our clients exit with style, grace, and more money. This may mean going to market or transitioning to family or management (we've done all of this).

"John & Jessica helped us get ready for sale and find a buyer we were happy with. I can't recommend them highly enough." Tom Granger, Founder FDG Web

We are (pretty much) industry agnostic, work with profitable companies with sales of \$2-25 million, and, above all, we want to work with nice people.

"My partner's feet are blistered from being held to the fire. But he doesn't mind because your ideas work." Paul Clark, President, Seattle Publishing, Inc.

