

map out your exit planning journey.

While every journey is unique, these are the four key stages for successful exit planning.



GET REALLY HONEST ABOUT YOUR BUSINESS

Ask the following questions to gain a clear understanding of where your business stands today and what it's worth:

- How much is my business worth today?
- How does my business compare to competitors?
- Am I making the right investments in equipment and people?

Answer these questions by analyzing your financial metrics and key performance indicators (KPIs), conducting a business valuation and benchmarking performance with financial modeling.

Business Valuation: An independent appraisal of your company's worth, including how much it could potentially sell for.



KNOW YOUR OPTIONS FOR EXIT

The next question is: Who's buying?

Strategic buyers typically buy 100% of your business. Examples include family members, an outside party and employees.

Benefits

- Combine businesses to enter new markets.
- Capitalize on synergy of a new buyer.

Concerns

- Cultural differences.
- Sharing information with competitors.

Financial buyers include private equity, venture capital and family offices.

Benefits

- Potential pay-out from future sale.

Concerns

- Majority ownership and alignment with your goals and culture.



CREATE A PLAN FOR SELLING YOUR BUSINESS

Key steps for selling your business include:

Step One: Nondisclosure Agreement

Buyer signs a nondisclosure agreement, then you give them enough information to determine price.

Step Two: Indication of Interest

Buyer gives range of value for your business in an Indication of Interest, then you can provide more information.

Step Three: Letter of Intent

Buyer lays out more precise value in the Letter of Intent, covering purchase price, deal structure and other details.

Final Step: Purchase Agreement

After negotiation, review of legal terms and final due diligence, a binding purchase agreement is signed.



DON'T FORGET ABOUT YOURSELF AND YOUR FUTURE

The final question is: What's next?

To map out the future you deserve, it's most critical to find a team of advisors you can trust and who have expertise in all the aspects of wealth planning. Also consider traditional financial planning areas, such as investments, life insurance and savings. Seek professionals who want to get to know you, want to build a relationship with you and have a proven track record.

