
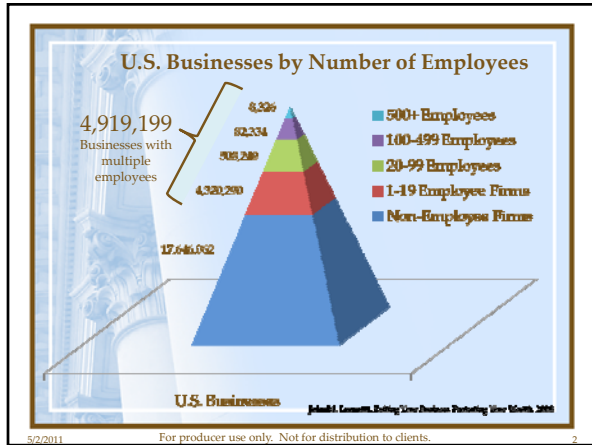


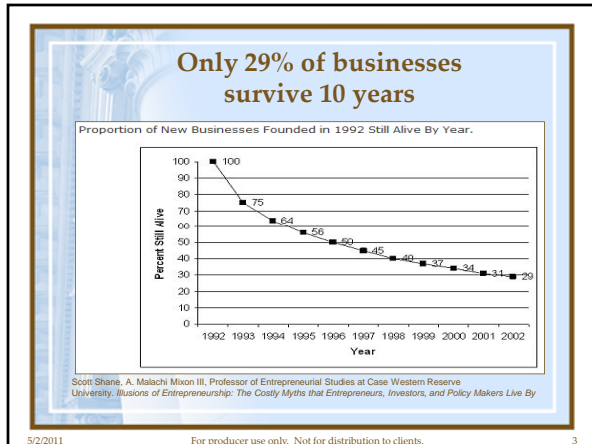
The Question Nobody's Asking (And Why You Should)

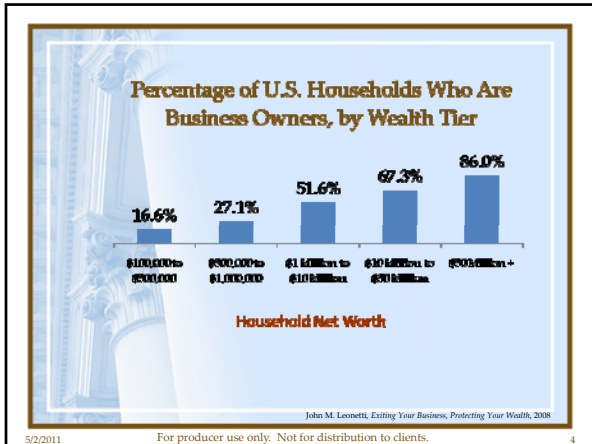
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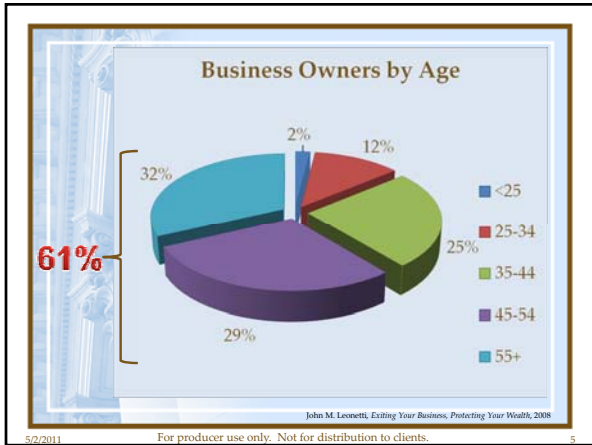




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The question nobody's asking owners:

"How do you plan to cash out?"

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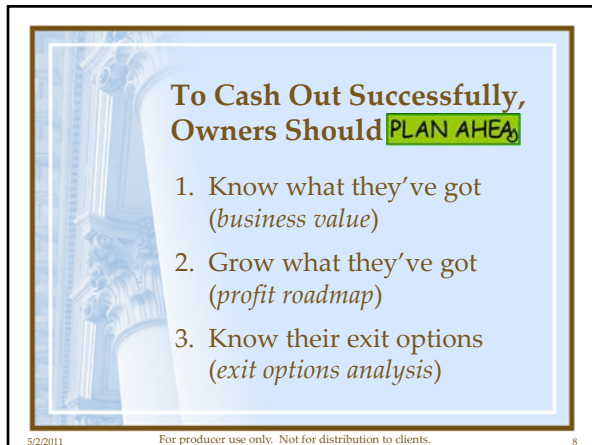
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Six ways to cash out

1. Sale to outsider
2. Management buy-out
3. ESOP
4. Private equity recapitalization
5. Gift
6. Fire sale

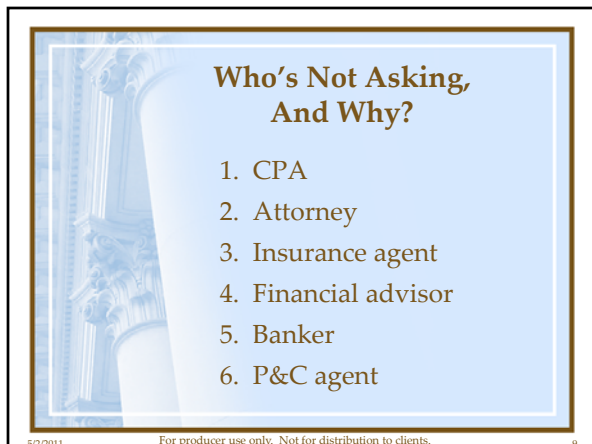
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**To Cash Out Successfully,
Owners Should **PLAN AHEAD****

1. Know what they've got
(business value)
2. Grow what they've got
(profit roadmap)
3. Know their exit options
(exit options analysis)

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**Who's Not Asking,
And Why?**

1. CPA
2. Attorney
3. Insurance agent
4. Financial advisor
5. Banker
6. P&C agent

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Why raise the issue?

1. Owner needs to hear it.
2. Boosts your credibility.
3. You lead the team.
4. Remain involved during and after the transition.

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Case Study

- 60 year old business owner
- \$5 million annual revenues
- Cash-out plan: sell business to cross-town rival

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Is The Business Even Sellable?

10% - Could be sold today
 40% - Could be sold after 'clean-up'
 50% - Could never be sold

Source: Barbara Taylor, Synergy Business Services; author of [New York Times Small Business Blog](#)

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Is Selling The Right Choice?

Good:

- Highest price

Bad:

- Competitors learn your secrets.
- Takes time, effort.
- People lose jobs.
- You are history.

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Which of your products or services would be suitable?

1. Sale to outsider
2. Management buy-out
3. ESOP
4. Private equity recapitalization
5. Gift
6. Fire sale

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To Cash Out Successfully, Owners Should **PLAN AHEAD**


1. Know what they've got (*business value*)
2. Grow what they've got (*profit roadmap*)
3. Know their exit options (*exit options analysis*)

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Learn how to ask the question nobody's asking.


1. 'Cashing out' study group.
2. Meets an hour per week for 6 weeks. Webinar, no travel.
3. Free for qualifying agents.
4. Taught by Brad Davidson.

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The Question Nobody's Asking

(And Why You Should)



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