



True Story – Get More Clients

One of my previous companies, Facility Relocations, Inc. (FRI), was very successful in providing "office move management services" as companies moved and consolidated their offices around Atlanta. FRI partnered with Coldwell Banker Commercial (CBC) who rolled in a range of FRI's services as part of CBC's "package" when leasing office space to tenants.

In essence, CBC created a competitive advantage by offering a "full-service solution" to not only find office space but also to ease their client's transition into the new location. Their clients really liked this enhanced service. As a result of this partnership, we collectively "hit it out of the ballpark". CBC closed a lot of deals, and FRI got a lot of work.

Likewise, Investment Bankers may create a competitive advantage in endorsing our services to help prepare the business for sale, as well as help assure success after deal-closing.

Dan Bradbary

Investment Bankers

Selling a business can be a long and detailed process. After the deal-closing, proactive steps need to be taken to help assure that the seller receives future payments from Earn-Outs, Seller Notes, etc. Our professionals serve as independent, expert advisors for support in preparing a business for sale and in successfully integrating the business into the buyer's organization.

Preparation: Pre-Close

Selling a business is a complex process of evaluating management, staff, customers, stockholders, intellectual property, processes, and goodwill. We utilize our **M&A Value Optimizer™** methodology of initial assessment, value creation, and risk mitigation to position the business for sale. Buyers, such as corporations, private equity firms, and family offices will quickly recognize any attempt to hide issues, conceal problems or quickly stage the business, so adequate preparation is essential.

Investment Bankers: Get More Clients – (See True Story)

Studies have proven that 70% - 90% of M&A deals fail to meet expectations with inadequate merger integration being a major culprit.

Integration: Post-Close

Unfortunately, there are few, if any, "all cash deals". Depending on the M&A deal terms, contingent payments, such as Earn-Outs, Seller Notes, Claw-Backs, Escrows, Buyer Stock, etc., may be part of the Sellers' proceeds. However, if Sellers are actively involved in the post-merger integration process during the critical first 100 days, they will be able to ensure the likelihood of receiving future payments, as well as promote their teams' involvement with the acquiring company after deal-closing.

Our **Project:100 Days™** merger integration methodology, starting at \$50k, helps make deals successful, so future payments are actually realized.

Investment Bankers can create a competitive advantage by offering to include a portion of our services in their fees. They can then provide a "full-service solution": to assist in preparing the business for sale, selling the business and integrating the business into the buyer's organization.