



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 had a competitive advantage by offering a 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 have a competitive advantage in endorsing our services to prepare the business for sale and to help assure success after deal-closing.

Dan Bradbary

Investment Bankers

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.

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.

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

- Studies have proven that over 70% of M&A deals fail to meet expectations with inadequate merger integration being a major culprit.
- When deals fail, sellers don't receive future payments and investment bankers don't receive their downstream commissions.
- Our **Project:100 Days™** merger integration methodology, starting at \$50k, helps make deals successful, so future payments are actually realized.
- View our integration management consulting services as similar to legal and accounting fees paid at closing.
- Our services are a form of "M&A Deal Insurance" to help ensure a successful outcome.

By offering to pay for a portion of our services, Investment Bankers will create a competitive advantage in demonstrating to their prospects that, in addition to selling their businesses, they will also help them "prepare to sell" and ensure that their deals are successful post-close.