



Consulting  
Resources  
Leadership

PMIAdvisors.com 800-816-9630

- Business Continuity Planning
  - Business Sale Preparation
  - M&A Integration Methodology
  - Business Process Optimization
  - Divestiture and Carve-Out



**Our Business Exit Planning process enables a business Owner or CEO to avoid a situation where at the 11<sup>th</sup> hour they realize that they're accepting an amount for their business which is less than what they could have received by optimizing operations and reducing the business's intrinsic risk before going to market.**

## Exit Planning – Business Sale Preparation

Working With Advisors

Statistics show that over 70% of Business Owners' assets are typically locked up in their businesses and not available until their companies are sold. Unfortunately, even in robust economic times, the majority of businesses that go to market don't sell, leaving those Owners without solid options.

In a slowing economy, it is all the more important that Owners/CEOs be “ready” with attractive businesses to greatly increase the odds that they will find buyers and be able to harvest the wealth of many years of hard work.

Working alongside wealth advisors, investment bankers, accountants, and attorneys, our nationwide team of professionals serves as independent, expert advisors for support in preparing a business for sale. The business Owner/CEO is able to complement their deep understanding of the business with independent, objective experts skilled in functional areas such as operations, finance, manufacturing, technology, human resources, supply chain, logistics and sales/marketing.

### Deal Readiness® Methodology



The Return on Investment (ROI) in our Deal Readiness® Methodology is often in excess of 1,000% ... which is 10 times the amount paid for our services.

Our Deal Readiness® Methodology gives an Owner/CEO an opportunity to strengthen the overall quality and competency of their company in advance of the sale process. It is a road mapping procedure that utilizes a proprietary assessment and management tool that helps a business maximize its value.



***Our national presence and extensive experience allow us to help clients quickly develop an accurate assessment of and improve key performance issues including relevant market benchmarks, cash flow drivers, and customer trends.***

(Cont'd.)

Atlanta - Boston - Chicago  
Dallas - Detroit - Houston  
Los Angeles - Miami  
New York - Philadelphia  
Phoenix - San Francisco

## True Story

### Win More Clients - Competitive Advantage

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, Advisors may create a competitive advantage in endorsing our services to help prepare businesses for sale and move toward those all-important "liquidity events".**

**Dan Bradbary**  
Founder - PMI Advisors

## Preparation Steps

Our Deal Readiness® Methodology of an initial assessment, value creation, and risk mitigation positions the business for sale and is focused on improving how companies may appear to potential buyers. However, by optimizing companies' business processes, the efficiency of their operations is improved, resulting in increased profitability and business value, even if a business sale is a few years away. In the meantime, Owners will be much better prepared to respond to those unsolicited offers that appear out of nowhere!

- Conduct a Business Ops/Risk Assessment
- Determine a Range of Value
- Prepare a Business Strategic Plan
- Develop a Business Continuity Plan
- Consult an Investment Banker
- Implement Optimization Action Plans
- Project Manage the Optimization Process
- Monthly Board of Advisors Meetings
- Compile Due Diligence Information



**Advisors: Win More Clients  
Competitive Advantage (See True Story)**

## Business Operations/Risk Assessment

Establish a clear definition of the current business health so that those shortcomings can be improved before launching the sale process. Consider the following components:

- Analyze strategic business plan
- Know the financial position
- Separate personal assets
- Review the sales history
- Evaluate the leadership team
- Identify and mitigate risks
- Review HR policies procedures
- Evaluate technology
- Streamline corporate structure
- Formalize agreements with customers, staff, and suppliers



***Taking a consulting approach, we conduct interviews, analyze operations and review policies and procedures. We then combine this information with financial analysis to build the Business Operations/Risk Assessment Report. Following the release of the Assessment Report, we help develop an agenda and manage the optimization process for creating value before launching the sale process.***