

Target Acquisition Services - For the Serious Buyer

Alan W. Tronson, CPA, CBI
Certified Business Intermediary



Why Engage an Advisor?

Discover an attractive and effective alternative. Our process is especially useful when you can't find a suitable business, or you feel more comfortable working with one firm, or you live far away from your target area.

Find a better fit. Your odds for finding a good-fit business are higher than if you simply buy what is available on the market at any particular time.

Acquire a better long-term result. You may have to pay more to get a complacent owner to exit, but that may be better in the long run.

Increase your odds for success. Engage an intermediary with a solid contact network and reputation. Work with this *dedicated resource*, and he will be far more effective than you at locating and actually bringing a suitable business acquisition to closing.

Benefit from third-party negotiations. Just one example is that you suffer from an inverse position of leverage. You cannot professionally and independently educate a targeted business (and its advisors) as to the actual value and terms the business can expect from the marketplace.

Benefit from process efficiency. Your time is valuable. As an experienced professional, your intermediary has been through the process many times. Typically he can gain access to the "closed vests" of the business far more readily and far more efficiently.

The Process and Related Services

1. Execute an exclusive target acquisition agreement.
2. Develop "investment criteria" including business types, size, price, terms, location, time commitments required, etc.
3. Develop and launch a "market approach strategy" based upon investment criteria. While this varies substantially, here are some of the typical key components:

- Direct mail program based upon geographic and business type priorities. Typically 100-500 mailings are issued. Our proprietary direct mailing formats are time-tested and proven to be effective.
- Phone follow-up
- Professional prospecting within AdvantEdge Advisor's proprietary network. AdvantEdge professionals have fostered hundreds of respectful relationships with business owners in over twenty years of service across our region. Often these are with owners who are not ready to formally market their businesses, but have indicated a serious interest in selling if AdvantEdge engages with a "good-fit" buyer.

4. Review prospects (usually 5-10), gather information, narrow to "best-fits," and schedule visits.
5. Assist with valuation and terms structuring. Foster the presentation of terms sheets, letters of intent or formal offers to one or two of the best prospects.
6. Provide appropriate guidance through negotiations and due diligence and manage the transaction to closing.

Fees

Because each engagement varies significantly, AdvantEdge does not deploy standard TAS fee policies. We intend to work diligently to help you achieve your goals. Our fee structures typically are largely contingent or success based to keep us highly motivated to that end and they require that you have a vested interest in the process as well. Please call us to discuss designing a program that will suit your objectives.

You are seeking to acquire a business that will require much of your time and money. Engage a professional and enter the market on purpose. Do it from a position of strength and secure the best opportunity available.