



**PLEASE**

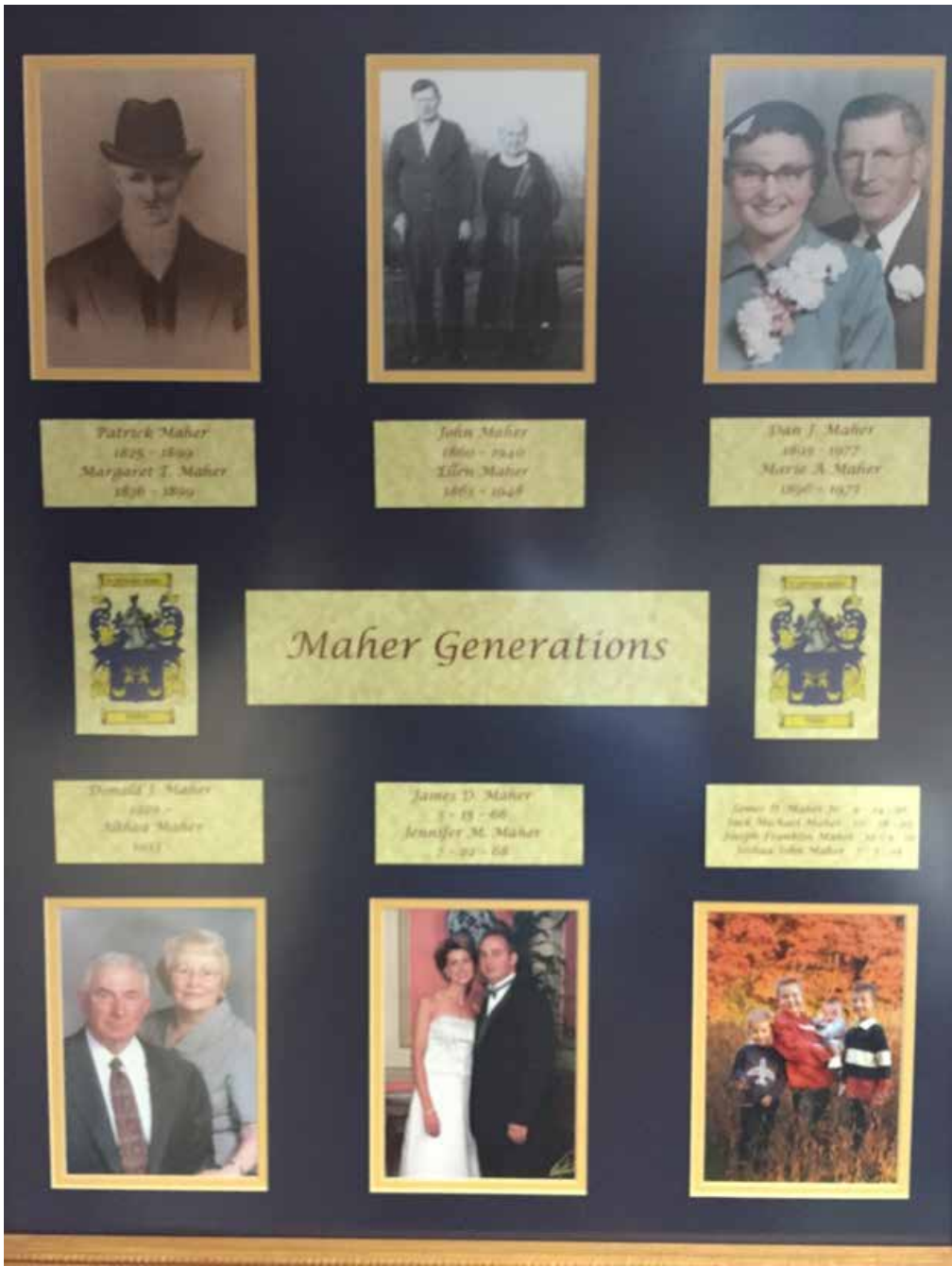
**STAND**

**FAILED**

**66%**

# 50/50







Divorce  
Distress  
Disagreement  
Disability/Disease  
Death





# So WHERE Do We START?





# Current Ownership Readiness Statistics:

70% of Owners are  
Minimally  
or  
**NOT AT ALL  
PREPARED**  
to sell or transfer\*



**ONLY 14%** of  
Owners Who Have Plans  
to Exit  
Have Done  
**ANYTHING**  
to prepare

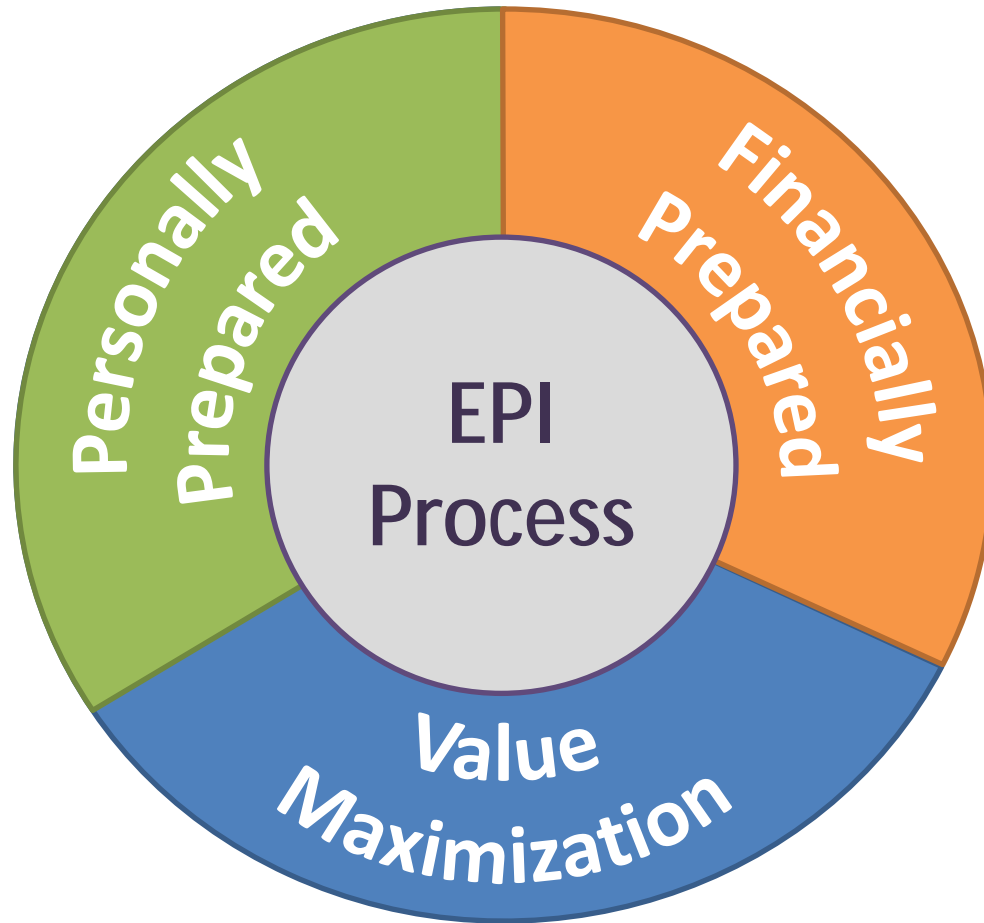
\*AM&AA Study of M&A Professionals  
\*\*EPI \*\*\*PriceWaterhouseCoopers

# Cost of Not Planning:

- **Undervalue** your company
- Pay too much in **taxes** (gains, income, or estate)
- **Employee anxiety** and uncertainty
- Levels of **stress** equivalent to divorce or bankruptcy
- Leave **headaches for family** members



# Planning Methodology



Work **ON** Your Business Not **AT** It



# Building



# Enterprise Value

# JUDGEMENT



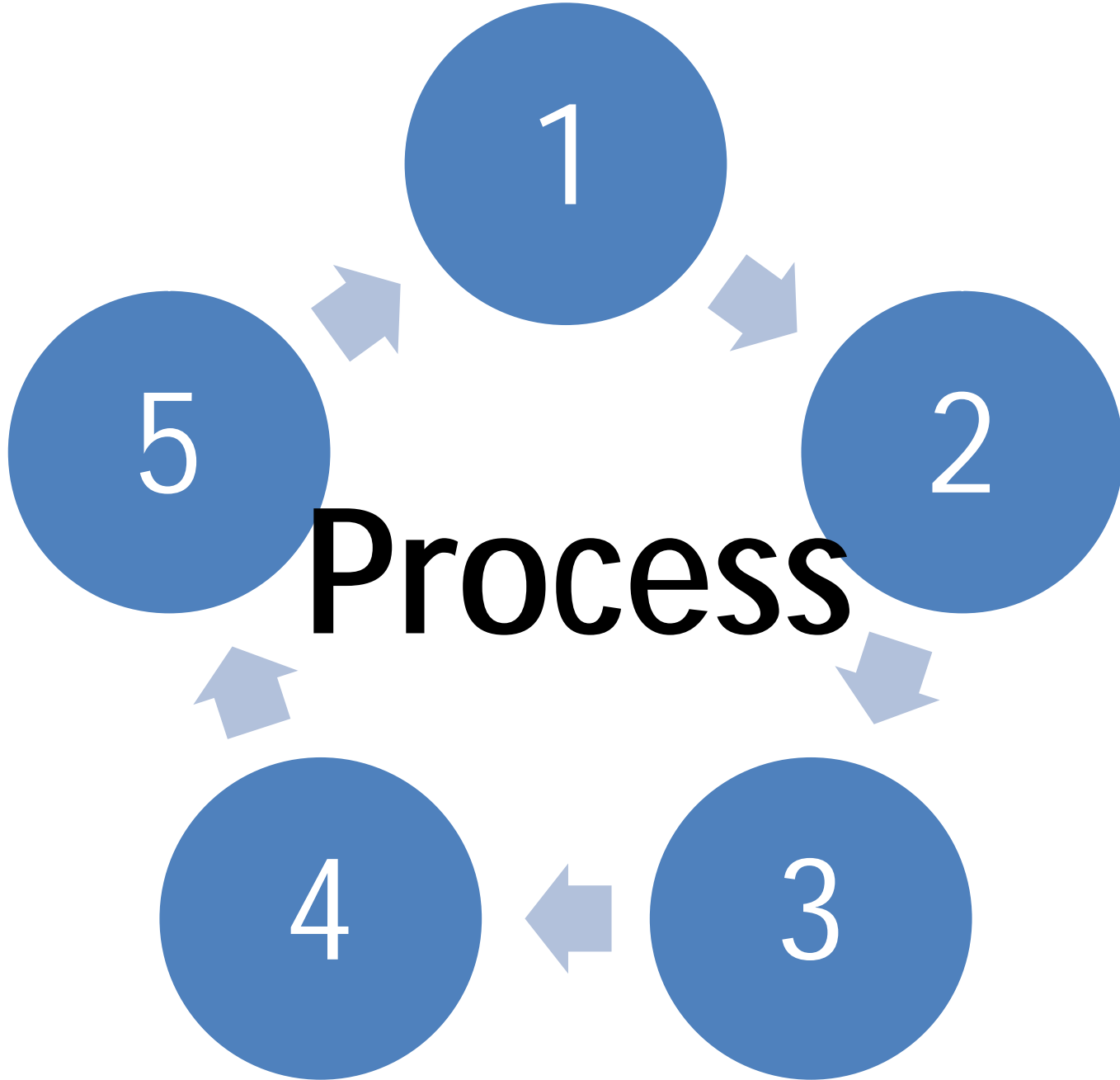
# A fundamental analysis of value from a buyers perspective

- Attitude of Owner
- Family/Partner Consensus
- Barriers to Entry
- Historical Performance
- Products/Services
- Management Team
- Marketing Literature
- Customer Base
- Product/Service Quality
- Employees
- Fixed Asset
- Market Position
- Corporate Structure
- Lawsuits
- Taxes
- Environmental
- OSHA
- Intellectual Property
- Track Record
- Operating Margins
- Shareholder's Equity
- Economy



# People







**KEEP  
CALM  
AND MAKE  
CUSTOMERS  
HAPPY**

# Culture





# Cash Flows

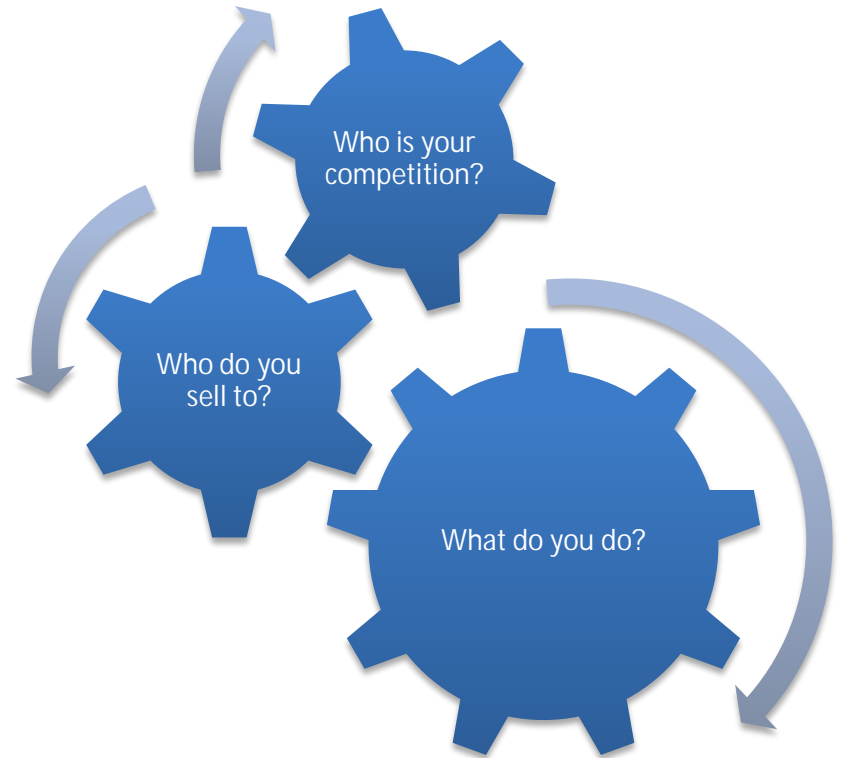


**People**  
**Process**  
**Customers**  
**Culture**  
**Cash Flows**

# What is the Business BluePrint?

Executive level document that provides an overview of your company and its key elements.

It's a marriage between a traditional Business Plan & an Investment Banking Due Diligence Process.



# Business BluePrint Table of Contents

1. Executive Summary
2. Ownership Distribution
3. Business Description
4. Sales by Region
5. Highlights of 20XX
6. Three Year Vendor Ranking
7. Three Year Customer Ranking
8. Key People
9. 20XX Plan by Month
10. Five Year Financials & Plan
11. Current Year Financials
12. Audit Report 20XX

# Business BluePrint: Shares Information

## Ø Business Description:

### Markets

- Market share
- Competition
- Organization
- Interesting attributes of the business and market

## Ø Sales Concentrations

## Ø Highlights of last year and future expectations

## Ø Key People

## Ø Financials



# How to use the Business BluePrint?

## Executive Management

- Confirms management understanding
- Transition or Onboarding
- Annual Planning
- Accountability to keep updated

## Financing

- Lenders understand your business
- Streamlines the financing process

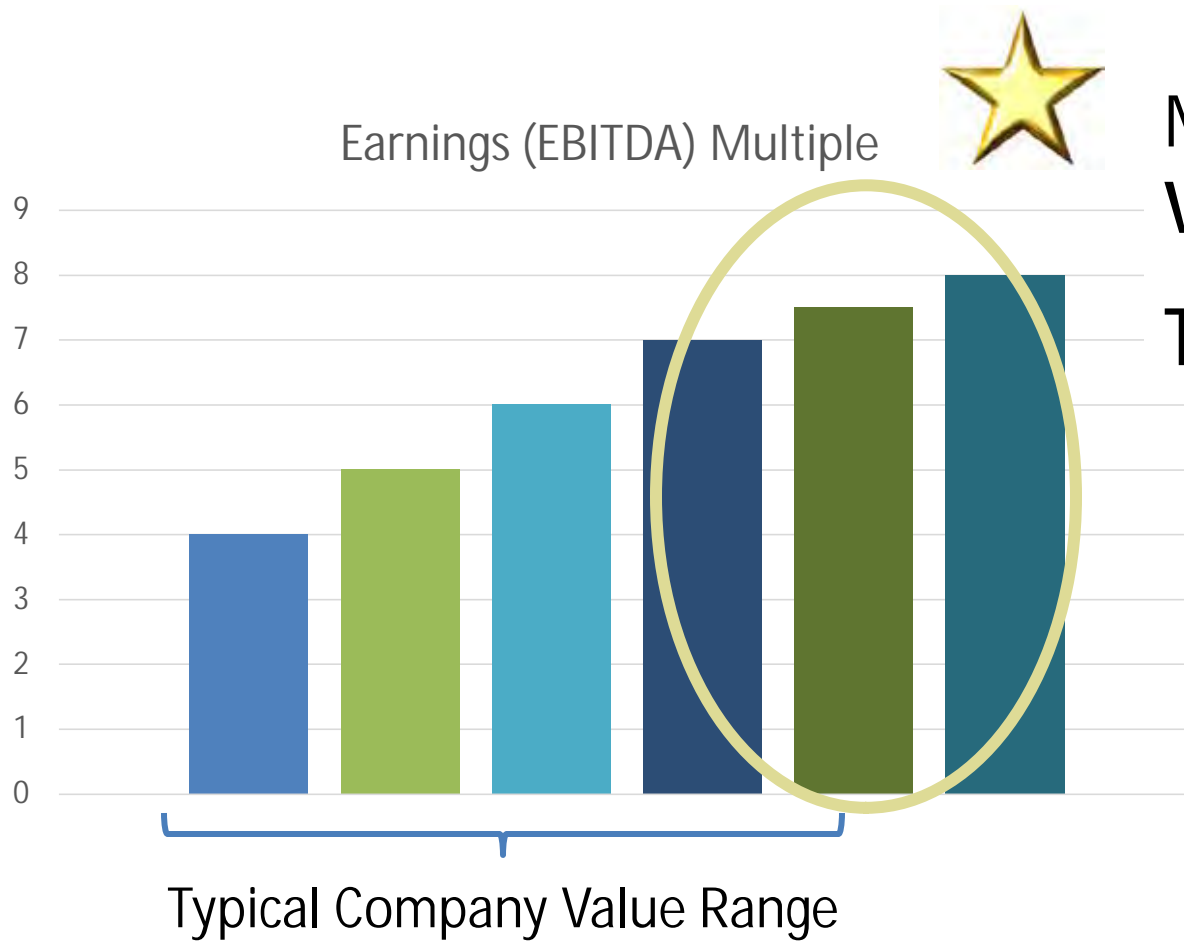
## Counter-Party /Regulatory

- Investors / Due Diligence
- Regulators

## Buyer

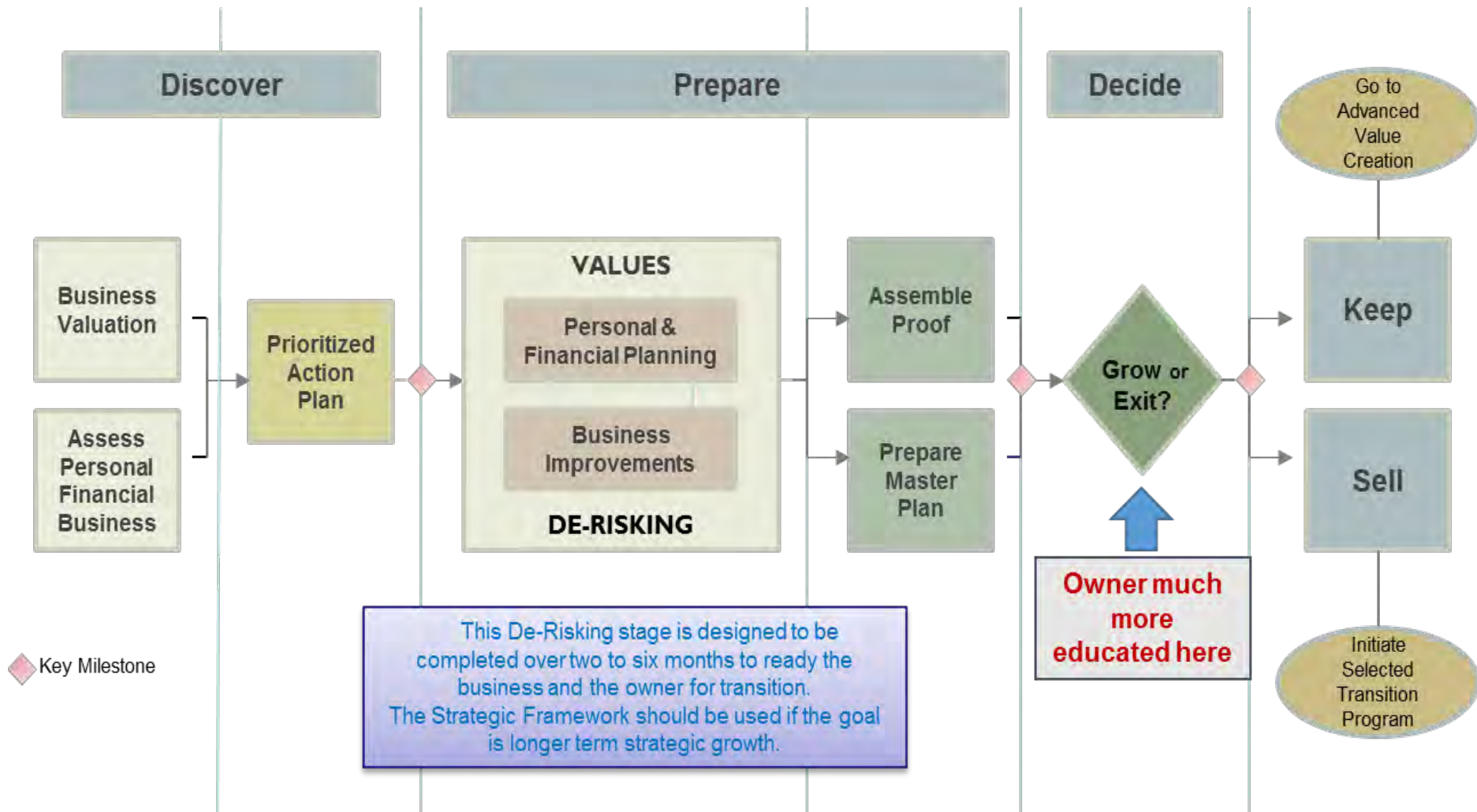
- Highlights the company value
- Quickly provide a comprehensive business package

# Increasing Enterprise VALUE



Move your business  
**VALUE** to a  
**TOP PERFORMER**

# Value Maximization Process



# Sale-Leaseback of Real Estate

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## What is it?

Mechanism to generate capital tied-up in real estate without disturbing operating or financial control over those assets.

## How does it work?

- Ø Sell land and building to a financial buyer at a highly competitive price
- Ø Simultaneously lease back under triple-net lease
  - Ø Lessee: retains full maintenance responsibility
  - Ø Lessor: acts as a passive investor
- Ø Initial lease terms can be as long as 15-20 years

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