Exit Successfully On Your Own Terms and Conditions

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EXITREADINESS®

BASEPLAN

ENNIS

Legacy Partners

76% of business owners in the US plan to sell in the next 10 years.

70% of businesses that go up for sale, do not sell.

91 % of owners believe they should plan for exit.

79% have no written plan.

94% have no plans for life after business.

Source: Exit Planning Institute

Survey Results

The “Exit Challenges” of a Business Owner

1

Lack of Planning

- "I need to invest time and resources in growing the business today..."
- Uncertainty about planning process and “what’s next” after business.
- Inaccurate assumptions leading to procrastination.
- Lack of qualified help.

2

Lack of Experience Selling a Business

- “Don’t know what you don’t know” about maximizing value and M&A market.
- Disadvantaged at deal table/lack of control.

3

Headwinds

- Baby boomers selling businesses / buyers market.
- Low investment return environment.
- Taxes.
- Slow growth economy.

"I'm too busy running the company day-to-day."

"If we're not profitable today there may not be a tomorrow"

“I don’t know where to start.”

“I don’t have the right advisors to help.”

“I’ll plan when I’m ready to sell.”

Owner Objections to Exit Planning

Solution: EXITREADINESS® BASEPLAN

Minimal time commitment with 90 day sprints.

Minimal cost.

Significant impact.

Value Proposition

Clarify & Establish Goals	The foundation of a successful exit plan. One of our differentiators is helping owners clarify and establish goals that will impact how and when they exit. Foundational and financial goals: Who? When? Retirement needs analysis, wealth & estate transfer. Values-based: family harmony, sustain business culture or role in community, care for employees, philanthropic, legacy, faith-based, etc..
Maximize Value	Focusing on growth and profitability today is foundational to a successful exit plan.
Minimize Risk and Preserve Value	Risk during the transition. Protect business assets. Risk of excessive and unnecessary taxes.
Stay in Control	Establish an Experienced Advisor Team. Exit on your own terms and conditions.

PROCESS

DISCOVERY
Month One

- Clarify goals: financial / values-based / legacy
- Desired exit route
- Gather data

ASSESSMENT & ANALYSIS
Month Two

- Business exit readiness
- Personal exit readiness
- Business continuity
- Financial gap analysis

EXITREADINESS® BASEPLAN PRESENTATION
Month Three

- Review plan analysis and recommended action plans for:
  - 90-day sprint
  - 180 days
  - Longer term

STRATEGY

CLIENT INVESTMENT

Financial = $12,000 (sole owner business); additional charge of $1,500 per additional owner.

Time (client) = Two to four months. Estimate of 24-30 hours with meetings, emails, phone calls, data gathering.

Contact us today and take control of the most significant event in your life as a business owner.

email@ennislp.com
Phone: 301-859-0860

"The earlier you start preparing for an exit, the more likely it is that you'll have a happy one."

— Bo Burlingham, Finish Big: How Great Entrepreneurs Exit Their Companies on Top