

PREPARING FOR THE SALE OF YOUR CLIENT'S BUSINESS

**Wayne Slavitt
The PrimeMark Group**

WHAT WE WILL COVER

- Being prepared
- Maximizing business value
- Understanding business risk
- Playing a key role in the “Liquidity Event”

200%

LACK OF PREPAREDNESS

SELLING YOUR HOUSE



YOUR CLIENT'S MOST VALUABLE ASSET



**START
PLANNING...**

...TODAY



MAXIMIZE BUSINESS VALUE

BUSINESS VALUE =

PROFITS / RISK

BUSINESS RISK

BUSINESS RISK

Proprietary Business Risk
Assessment Scorecard

1st FIVE STEPS

1. Risk Assessment

2. Action Plan

3. SWOT Analysis

4. Recast Analysis

5. Business Valuation

THE LIQUIDITY EVENT

“Good exit planning is good
business planning.”

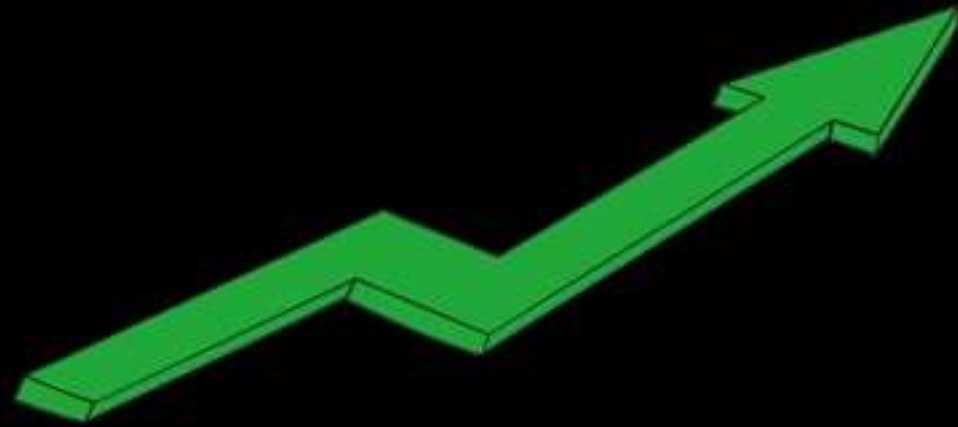
MAXIMIZE BUSINESS VALUE

**START
PLANNING...**

...TODAY



**RUN IT
LIKE YOU'LL
SELL IT**



Adopting the Seller's Mindset to
Maximize the Value of Your Business

WAYNE SLAVITT

Run it Like You'll Sell It:

Adopting the Seller's Mindset to
Maximize the Value of
Your Business

Q&A

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