

# EVOLUTION

*A New Approach to Selling Your Business*

## What Makes Evolution's Approach so Special?

Selling your business is an important decision, and one of the first choices you need to make is how you want to sell. Should you sell it yourself or use a professional business broker?

To help you decide, we've answered some of the most commonly asked questions about what we do and how we make the experience of selling your business easier and more profitable. While we customize our approach for every business, here are some of the benefits you can expect by joining forces with Evolution-

### ► We Give Your Business the Attention and Focus it Deserves.

You deserve an experienced, professional advisor who will be at your side from beginning to end, ensuring you experience a successful sale.

We will assist you with things like preparing your company for sale, finding and screening buyers, handling negotiations, addressing legal concerns (taxes, vendor contracts, licensing agreements, permits, etc.), and more.

**Evolution limits the number of clients we work with to be sure each and every company receives our full attention.**

### ► Valuation & Preparation Analysis for Your Business.

Determining price is one of the most important factors in selling your business. It's a complex analysis using financial metrics, comparative sales, industry valuation methodologies, market knowledge, and the unique features of your business. We go over every part of your company to determine a fair value as well as identify what buyers will be most interested in.

### ► Custom Marketing Plan & Formulating Your Business "Story".

We also create a customized marketing plan around the "Story" of your business.

This Story doesn't just tell what you've done to build and grow your company; it focuses on what's appealing to a buyer. The more the buyer truly understands the Story of your business, the more likely they are to

see themselves owning the business.

This marketing approach, which is unique to Evolution, gets the buyer excited by the possibilities and creates more interest, which in turn can help drive up the price.

As professional advisors, we have access to databases, industry reports, an extensive network of individuals and firms, and listing tools only available to our firm. Additionally, **Evolution has an exclusive "Tier 2" database of pre-screened buyers** who are actively looking (and have the financial ability) to buy a business.

### ► Confidentiality.

It's usually best for the sale of a business to be confidential to avoid distress among employees, customers, and suppliers. So we represent your business without sharing identifying business information. Also, we serve as a buffer so only real offers are presented to you and you don't waste time on unqualified buyers.

### ► Expert Negotiators & Deal Structuring.

The deal-making process can take on a life of its own. Removing yourself from negotiating directly with a buyer and using Evolution as an intermediary has been proven to increase the sale price and likelihood of a successful transaction.

We are also able to suggest a variety of ways to structure a deal based on our experience and by identifying the particular Seller and Buyer needs.

### ▶ Systemized Transaction Process.

There are hundreds of tiny details in every sale, and unexpected issues are inevitable.

We have systematized procedures that help avoid costly mistakes. In addition, our years of experience allow us to anticipate problems and provide solutions quickly – which can make all the difference between a broken deal and a successful closing.

### ▶ Evolution Saves You Time, Hassle and Makes You More Money.

It's exceptionally difficult to sell a business while running a business. **By hiring Evolution, you can do what you do best, manage your business, while we take care of what we do best—selling it.**

## What if I'm not ready to commit yet? What's the next step?

This is a big decision and you should absolutely make sure you're comfortable with your choice! So even if you're not ready to commit just yet, give us a call. We are happy to answer questions and go over your options. There's no obligation or pressure, just information.

**Call us at 916.993.5433 and let us know how we can help you!**

