

## Who We Are

We are a multi-generational, privately held financial services holding company committed to providing its clients with the highest level of service

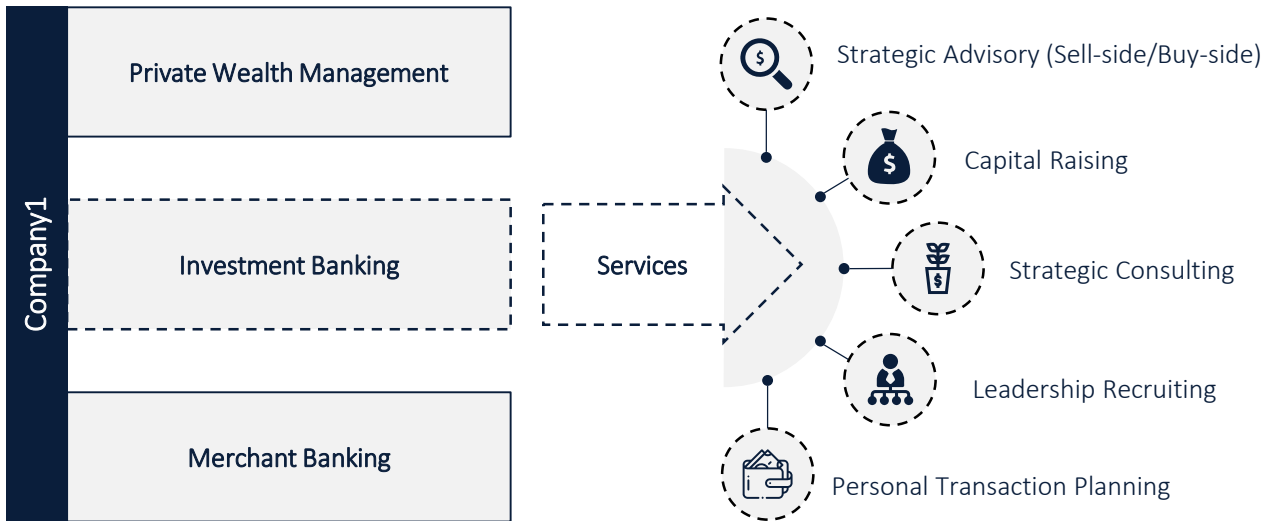


- Registered Broker Dealer
- Registered Investment Advisor
- Investment Bank
- Merchant Bank
- Mutual Fund
- Insurance Agency

- Trusted Long Term Advisor to Family Businesses
- Advising Clients Since YYYY
- Professional Owners and Operators
- Create Bespoke Processes for Clients
- Offer A Holistic Solution
- Success Driven Mindset and Approach

## What We Do

We are an independent, privately-owned investment bank that serves a diverse clientele and offers a comprehensive approach to advisory services



## Our Approach

We strive to accomplish an outcome that is best for a business and its stakeholders. With our vast transaction experience and the operating experience of our senior bankers, we know well that one size does not fit all and understand situation specific factors that motivate and drive our clients to engage in a transaction. We satisfy the needs of ultra-high-net-worth individuals and closely held businesses, offering trusted advice drawn from generations of experience.

### Contact us

ABC	DEF	GHI	JKL
<b>President</b>	<b>Managing Director</b>	<b>Managing Director</b>	<b>Managing Director</b>
abc@company.com	def@company.com	ghi@company.com	jkl@company.com
(111) 222-333	(111) 222-333	(111) 222-333	(111) 222-333

# Introduction to our Advisory Services

Owning and operating a private family business can be challenging. Knowing, running and expanding your business is paramount, but it's tough to be the CEO, COO, CFO, CMO, CTO, etc. all at the same time. This is where we add value.

## Common Concerns for Business Owners



Maximizing Value



Succession Planning



Monetization Strategy



Wealth Preservation

## Things to Consider

- **Securing a Long Term Trusted Advisor**  
Do you have a confidant that can act as your sounding board? That understands your business and can provide the best possible advice?

- **Assessing all of Your Strategic Alternatives**  
Are you able to absorb and process complex financial situations? Should you build vs. buy? Is now a right time to listen to offers?

- **Maximizing your Company's Value**  
Do you have a complete understanding of what drives your company's value? How can it be best positioned to extract the highest value?

- **Making your Business More Attractive to Potential Buyers**  
Are you really doing everything in your control to attract potential offers? What are buyers looking for in a potential target?

- **Planning for Life Beyond Your Business**  
Are you currently set up to provide maximum value and protection for your family? Are you prepared for life after a sale? Are you set up in a way to take full advantage of a major liquidation event? Taxes? Trusts?

- **Hiring the Right Advisor**  
Are you able to pick up the phone and get all the answers to the above questions on your time?



# Securing a Long Term Trusted Advisor

Securing a long term trusted advisor could very well be the most critical aspect of running a family business. You're 100% focused on running the operations of your company and ensuring it's success. However, most business owners lack the experience and bandwidth to handle financial situations outside of the status quo. We can give you that leverage.

## What is a Trusted Advisor?

### *Someone who Understands Your Business*

Your advisor should be well-versed with your company, its operations, and the industry. This will give you an edge with company positioning



### *An Independent Voice that Can Guide you in Times of Need*

Being notified of any risks and advised on the requisite steps to help mitigate such risks is a must to sustain a business



### *A Strategic Ally*

A trusted advisor will have a deep understanding of your objectives, weigh the options, and advice you on the best approach to reach your goal



## Key Considerations



### *Reliable*

For a successful relationship, the advisor should always have the client's interests over his own. A trusted advisor has the credibility and authenticity which lets you depend on him



### *Sounding Board*

Frequently, an advisor works to satisfy the most obvious needs and be a "Yes-man". However, a trusted advisor is one who willingly pushes back and guides the client on a objective basis and be the voice of reason



### *A Long Term Relationship*

Trustworthiness and integrity are integral when it comes to maintaining a long-term relationship. Meeting deadlines, on-going communication, regular updates (meetings/ calls) are a few signs

# Being Able to Assess all of your Strategic Alternatives

Deciding which alternative is best suited for your and your business's interests can be confusing. What worked a year ago may no longer be the best approach. You need to ensure that steps taken today don't create problems for the future. We can make this easier for you.

## Usual Problems Faced by Business Owners



Lack of Capital



Planning

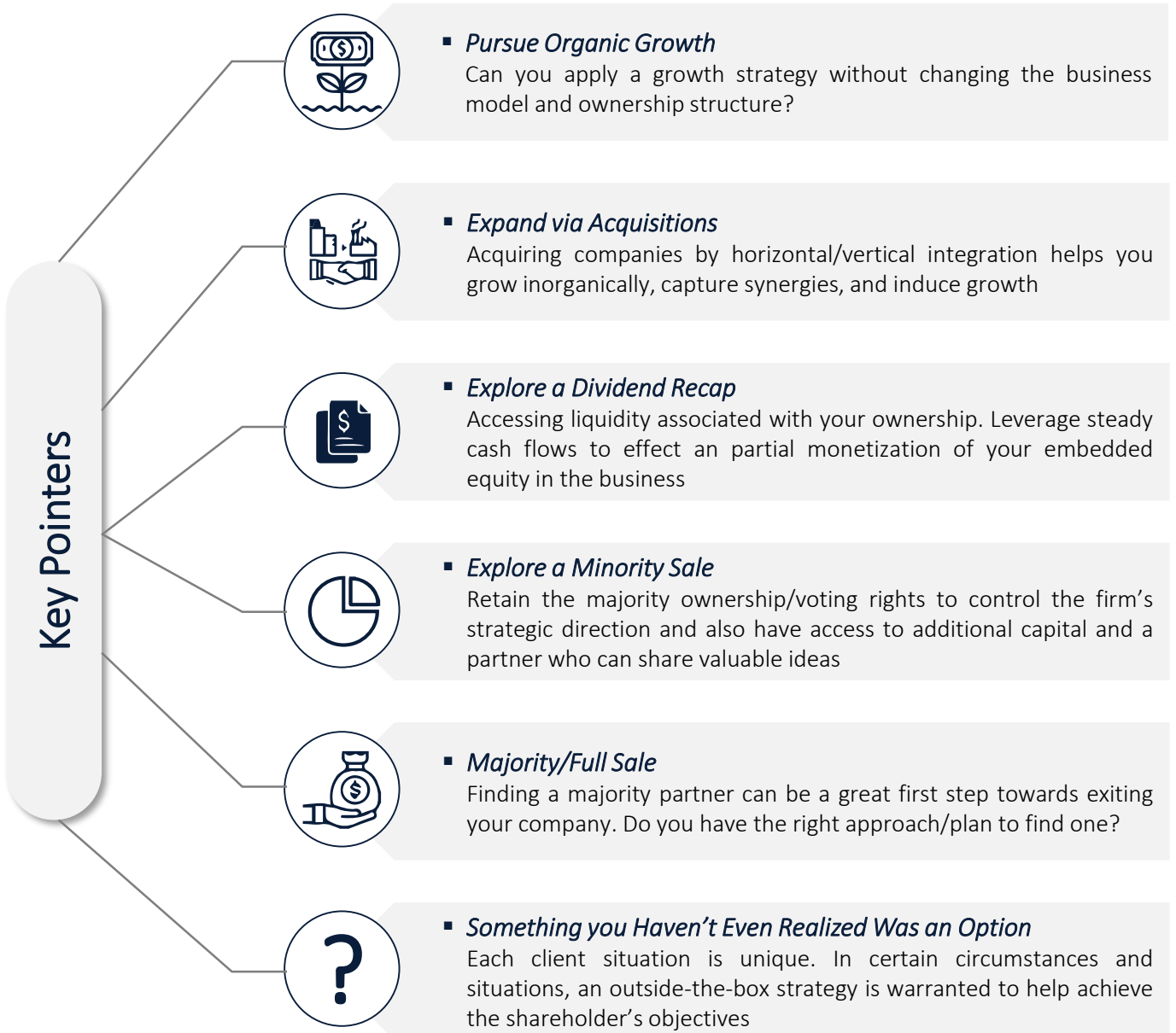


Direction



Stagnancy

## Alternatives to Grow your Business



# Maximizing your Company's Value

The key to increasing business value is to understand how a potential buyer views your business. Knowing your strengths and weakness will help you understand the areas to work on. Our knowledge and expertise can give your business the required kick start to reach its potential.

## How to Maximize your Company's Value?



- ***Sustainable business model and recurring revenue***

Does your business have a sustainable model with promising and steady future cash flows?



- ***Realistic Growth Plan***

How will your business get to the next level? Is the business scalable? Can you roll it out into new markets successfully?



- ***Focusing on the Bottom Line***

Companies are valued on their bottom line earnings and not just on their top line growth. Are you equally focused on it?



- ***Well diversified portfolio***

Reduce your risk by having multiple vendors, more lines of service, differentiated channels, etc. Have you diversified your risk?



- ***Paying attention to the quality of earnings***

What drives revenue growth? What is the steady-state expense base for the company (across recurring vs. non-recurring, fixed vs. variable)? Understanding the underlying drivers helps maximize the value



- ***Monitor your working capital***

Collecting receivables quicker than paying off the vendors reduces the amount of cash tied up to the business. This creates a greater level of cash flows available to the owners, hence enhancing the value of the business

# How to Make your Business More Attractive to Potential Buyers

Is your Company ready to consider a sale? So much of what makes a business attractive to potential buyers is not just it's health, but it's preparedness. We can get you to the right starting point and guide you through the process.

## What are Buyers/Investors Looking for?



- ***A Well-Organized, Professional infrastructure***

An organized and healthy environment determines the success of your business and as a result adds more value to it. Are you ensuring that?



- ***Revenue Growth and Margin Expansion***

An attractive business has demonstrated growth in revenues and bottom line. How have you been managing that?



- ***Diversification of Products/Services***

Diversifying products or services helps your organization by assisting in increased sales to existing customers and in acquiring new customers. Have you diversified?



- ***Competent Management Team***

Is your management comprised of good leaders who meet organizational objectives, optimize use of available resources, provide excellent customer service?



- ***A Financially Stable Platform***

Do you have the ability to enhance your business operations, manage risks, and absorb shocks?



- ***Access to Differentiated Channel/End Market/Geography***

Do you have the key to enter and expand your reach to a different segment/market?



- ***Enhanced Market Share***

Innovation, scaling, strategic acquisitions are a few ways to enhance market share. Do you have a right plan and strategy?

# Planning for Life Beyond Your Business

After all the hard work and risk you have taken to build your business, you need to be rewarded for it. Accomplishing a great exit strategy, and having the right succession and transition planning can secure your life beyond your business. Company1 can guide you throughout the way.

## Are you Secured?



### ▪ *Family Wealth Planning*

An effective family wealth planning involves planning, wealth creation, and also preparing the next generation to manage and preserve those assets into the future. Are you on the right track?



### ▪ *Trust and Estate Consideration*

Control and protect your wealth and also minimize estate taxes using a trust. Do you know which type of a trust is best suitable for you and your requirements?



### ▪ *Tax Consequences of a Transaction*

Have you managed to overcome the various tax challenges that comes with a transaction? A right advisor will help in the timely tax planning to boost post transaction cash flow and achieve a successful deal



### ▪ *Optimal Transaction Structure*

Recognizing the transaction objective and the pros and cons associated with it determines the appropriate transaction structure. Determining an optimal structure is a complex process with multiple considerations



### ▪ *Outsourced Family Office Services*

Be it single family office or multiple family offices, outsourcing private wealth management services to a dedicated and experienced organization saves costs and time which helps you focus on other activities and also have more personal time



### ▪ *Hiring the Right Financial Advisor*

Finding a qualified and experienced advisor as per your requirements and needs could be tricky. The right financial advisor will show you the right path to securing your future