CONSIDERING AN EXIT?

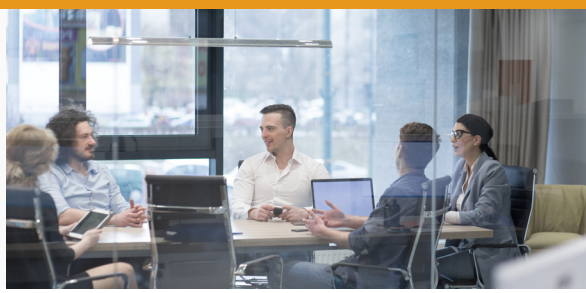
KEY CONSIDERATIONS WHEN THINKING ABOUT YOUR EXTRAORDINARY EXIT™

STS CAPITAL PARTNERS

CEO COACHING™ international

WHERE DO YOU BEGIN?

Building a company is a journey, as is the exit itself. While continuing to focus on your business, are you also looking ahead? It's never too early to begin planning to sell your business – in fact, it is equally as important as the exit itself. Having the end in mind helps ensure you are creating and maximizing enterprise value with every decision along the way.



ASK THE RIGHT QUESTIONS

What is driving the decision for an exit?

Is there a particular event or need to sell? Perhaps a stage of life, lifestyle decision, tax implications or regulations, or no succession plan? These are some common reasons for an exit – understanding yours is key.

Are your financials in order?

Are your financials audited or reviewed? Are there personal or other expenses in the P&L that would cease with new ownership? It is critical to have clean financials with straight-forward explanations and analysis.

Have you considered the outcomes?

What outcomes are required (must have) or preferred (nice to have)? This includes valuation expectations, exit timing, plans for the existing management team and more.

Have you explored all of your exit options?

Whether selling to strategic or financial buyers, a well-planned exit involves evaluating and comparing every option available.

Is your success team in place?

Having the right team is essential. This can include the leadership team, coach, sell-side advisor, estate planner, lawyer, accountant, tax advisor, and deal CFO among others.

Have you imagined your life after a sale?

Legacy is important. Imagine life after an exit: what do you see? What does an ideal exit, and life thereafter, look like to you? Take time to reflect on the future and your goals.

Have you recently been approached by buyers?

If so, who and why are they interested? Knowing your buyers is an important aspect to successfully positioning your business for an exit.

Who do you believe could be a strategic buyer?

What is the strategic value your business brings to the buyer? What are your "Rembrandt's in the Attic" and how does your business improve the buyer's competitive position?

STS Capital Partners is an international sell-side advisory firm of **expert guides** helping entrepreneurial and privately-held businesses achieve **Success to Significance™ through Selling to Strategics™**, making **Extraordinary Exits** possible.

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