

You are invited to attend



“The Secrets of Selling Your Business”

A valuable seminar that will show you the 14 steps to build value and position your business to achieve the maximum sale price.

IBG BUSINESS
SERVICES
INCORPORATED



ACG

IBBA INTERNATIONAL
BUSINESS BROKERS
ASSOCIATION, INC.

How many of these secrets do you know?

Valuation	<i>Your financials may actually have a negative impact on the value of your business</i>
Selling Steps	<i>Deciding to sell <u>too soon</u> could cost you</i>
Buyer's Focus	<i>Why the value of your business may be invisible to most buyers</i>
Documentation	<i>What you <u>don't say</u> can be used against you</i>
Timing	<i><u>When</u> you sell may be more important than what you sell</i>
Proving Value	<i>Why you should <u>never</u> name your price</i>
Finding Buyers	<i>Think you need just one? <u>Think again!</u></i>
Ranking Buyers	<i>Why the one you have now should be at the bottom of your list</i>
Partial Sale	<i>How to sell less than 100% and wind up with 150%!</i>
Negotiating	<i>Why doing it yourself will <u>cost you plenty</u></i>
Case Study	<i>How to have your cake and eat it too!</i>
Deal Structure	<i>How to avoid selling for more, but <u>getting less</u></i>
Tax Issues	<i>How to avoid getting taxed <u>twice</u> on the same money!</i>
Legal Concerns	<i>What you <u>don't know</u> might put you in court</i>
Value Building	<i>How to position your company now for future sale</i>
Maintaining Confidentiality	<i>Why losing it could actually cost you the sale</i>
Exit Planning	<i>Why knowing how to prepare is essential to your success</i>



About The IBG Group of Companies

Since 1983, IBG has provided merger and acquisition advisory services to privately held companies. Using our proprietary process has meant success for the more than 600 business owners whose firms we have successfully sold. Our resources, expertise and record of success ensure that your most important asset, your business, is in the right hands.

M&A SOURCE is our worldwide affiliate network of 275 offices which provides a proprietary database of active potential acquires as well as Mergers and Acquisition experts ready to supply local expertise whenever necessary. This affiliation allows IBG to source national and international contacts for the best possible buyer for your business.

IBG Business Services, Inc.

John R. Zayac

President and Chief Executive Officer

Mr. Zayac's success as a business intermediary includes hundreds of completed merger and acquisition transactions. He is also an acknowledged court appointed expert in business valuations and transactions, and a nationally recognized speaker on "The Sale of Privately-Held, Mid-Market" firms. He graduated with Distinction from Cornell University, majoring in Finance, and is a member of the International Business Brokers Association (IBBA) with the designation of Certified Business Intermediary (CBI). In addition, Mr. Zayac is a member of M&A Source, the Association for Corporate Growth, and the United States Chamber of Commerce. As a pilot, Mr. Zayac competes in air races and was the 2003 T-6 Bronze Class winner at the National Championship Air Races in Reno, Nevada.

You will be amazed to discover... how much your business is really worth — and other secrets of selling your business.

What makes this seminar unique?

Unlike other seminars you may have heard about, “The Secrets of Selling Your Business” concentrates on building the value of your business so that you can get the best possible price for it – whenever you choose to sell.

Other seminars encourage you to sell right away. This seminar shows you how to multiply the current value of your business and position it for maximum value.

What you don't know can hurt you

Did you know that 8 out of every 10 businesses sell for far less than they're worth? You could get up to 70% or 80% more for your business, simply by being prepared?

The fact is, once you're at the negotiation table, it's too late. That's not the time to try to get the maximum value for your business. The time is now.

Now you can discover how much your business is actually worth, and take the steps to multiply that value. So that when you are ready to sell – whether it's sometime soon or sometime later – you'll get the best possible price.



“Unquestionably the best educational presentation I have ever attended. I think the knowledge I gained will double what I can get for my business.”

—Tom Martinelli, Engineering Services
Cincinnati, Ohio



Case Studies

Sale Price

Wholesale Nursery			
Sales	\$8,300,000	Earnings	\$739,000
			\$13,500,000
Scrap Metal Processor			
Sales	\$7,800,000	Earnings	\$800,000
			\$9,000,000
Crane Rental			
Sales	\$3,800,000	Earnings	\$0
			\$2,200,000
Sign Company			
Sales	\$1,200,000	Earnings	\$360,000
			\$1,775,000
Electrical Products			
Sales	\$36,600,000	Earnings	\$1,900,000
			\$23,500,000

“After this day, we won't be leaving anything on the table. I can't believe some of the Secrets we learned!”

—Alisa Trugerman, Sunbelt Systems
Ft. Lauderdale, Florida

“The really informative Secret was learning how to add value to our company in the eyes of a buyer. We realize now how much more our business is worth than we thought it was.”

—Dan Richards, HVAC
Los Angeles, CA

Your greatest asset – and your once-in-a-lifetime opportunity

Your business may be the single most valuable asset you own.

You will only get the chance to sell it once. So forget about “formulas” that predict its value. Forget about waiting until you’re “ready to sell.” You’ll need to learn how to prepare now so that you will be properly positioned to sell for top dollar – after all your years of hard work.

This secret alone can be worth millions

What makes owners sell for so much less than their businesses are worth?

Often, they make the mistake of relying on the book value instead of the market value. That alone can mean a 70% difference in price. Sometimes they sell at the wrong time. Or to the wrong buyer. Other times they simply fail to understand their options.

You can ensure this doesn’t happen to you. The information you’ll obtain in “The Secrets of Selling Your Business” can mean extra hundreds of thousands, perhaps even millions of dollars.

Here are just some of the secrets you’ll learn

Attend “The Secrets of Selling Your Business,” and be confident that you’ll enter the sales process from a position of power. You’ll know:

- what prospects look for first when evaluating a business
- which buyers will pay a premium price
- how to sell your business for what it’s really worth
- specific actions you can take to build the value of your business
- why your business value has little to do with sales revenue and profits
- why you must look at your business through the buyer’s eyes
- how to avoid costly mistakes you never intended to make
- the best ways to achieve maximum after-tax benefits
- how long it will take you to sell and get paid

You’ll even discover how to sell part of your business, take a substantial amount of money out of it, and still remain in control.

You will sell only once, you simply can’t afford to make a mistake.

Buyers are becoming even more selective and more demanding.

Most sellers are meekly accepting their terms. You don’t have to be one of them.

The real danger is selling for less than you deserve, or passing up the right deal because you think you can get more in the future. Both can be expensive mistakes.

“The Secrets of Selling Your Business” will show you exactly what you need to know about selling your business now, or building maximum value for a future sale.



John R. Zayac
President and
Chief Executive Officer
IBG Business Services, Inc.

Seminar Agenda (8:00 a.m. – 3:30 p.m.)

- Finding value
- Establishing credibility
- What's wrong with formulas
- Sourcing buyers
- Marketing process
- Negotiating concerns
- Maintaining confidentiality
- Exit planning
- Importance of timing
- Cash out but stay in
- Understanding buyers
- Tax/Legal issues
- Documentation
- Value building
- Proving value
- Case studies

The fee of \$135 includes workbooks, timely industry reports and many **“Secrets of Selling Your Business”**. Continental breakfast and lunch are included, and there will be frequent breaks allowing you to maintain contact with your office.

Free when you attend

- Sample 90-day Marketing Plan
- Sample Confidential Seller Profile
- Sample Non-disclosure and Confidentiality Agreement
- Sample Letter of Intent
- 25-page Due Diligence Checklist
- Sample Definitive Purchase Agreement
- Glossary of Merger and Acquisition Terms
- Exclusive IBG booklet, “Building the True Value of your Business’

Space is limited

Register now for this confidential seminar for business owners who want to know how to determine the value of their business, how to build value, and how to sell all or part of it at their price, or their terms.

**To register, or for more information
call 1-800-549-9023 now**

You can also register on-line @ www.ibgbusiness.com
at the Seminars Tab

Money Back Guarantee

If you are not 100% satisfied, IBG Business Services will refund 100% of your seminar fee. No questions asked.

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