



A Neumann & Associates, LLC

Affiliated with Americas Largest Network of M & A Professionals

“How to Value, Sell and Buy A Business for Maximum Success”

An Informational Workshop For The Smart Business Owner And Investor

- 8:30 *Registration & Coffee*
- 8.45 **Introduction & Agenda**
- 9.00 **Determining The Best M&A Advisor Team For Your Firm**
- *Buy & Sell Side Leads - National Network & Team Qualifications*
 - *Business Associations & Regional Field Presence*
 - *Valuation & Deal Experience – Industry Experts*
 - *Transaction process to a successful closing with confidentiality*
- 9.30 **Business Valuations With “The Right Metrics” To Hold-Up With Investors & Sellers**
- *Which documents to use? How much time required?*
 - *Which valuation approach is right? P/E Ratio vs. EBITDA?*
 - *Marketability – can the valuation be sustained?*
 - *How to increase value – CF versus revenue versus assets*
- 10.30 *Quick Break & Individual Advisory Session*
- 10.45 **The “Right” Professional Package Investors Want To See**
- *Blind profiles – what to stay away from*
 - *Confidential Memorandum – how much to include?*
 - *Business Plan f/ new businesses*
- 11.15 **Introduction To Qualified Buyers with Money**
- *What should a qualification process encompass?*
 - *Which buyers to avoid - defining the “perfect buyer”*
 - *What to do with serial buyers and larger corporations*
 - *Obtain a solid Offer To Purchase versus Letter Of Intent*
- 11.45 *Quick Break & Individual Advisory Session*
- 12.00 **Deal Structure - To Really Get What You Negotiated For**
- *Protect your liability exposure on the seller note*
 - *Maximize cash with royalties, license fees, other*
 - *Deal with Uncle Sam – and how to do it best!*
 - *Avoid these five mistakes*
- 12.30 *Close – Working Lunch & Individual Advisory Session*
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ANA is a leading M&A and Business Brokerage firm headquartered in NJ supporting privately held companies in the business transfer process. The company does not provide an individual screening process on the buy or sell side at its seminars and will only provide specific individual support for an exit strategy and buyer marketing after it has entered into an engagement agreement with a particular business owner.