



Marketing Your Business

A competitive process that involves multiple buyers is a critical component of maximizing value in a successful business sale

Compelling offering materials are a key component in maximizing value

Materials include:

- ***Blind Summary***
- ***Detailed Offering Document***
- ***Management Presentations***

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Sunbelt

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We confidentially market your business to as large an audience as possible with the goal of securing the best offer for your business. We often secure multiple offers for our clients, which gives sellers the leverage to negotiate the best price and terms.

Identifying multiple buyers to induce competition

- Present business to qualified candidates in our buyer database
- Contact potential strategic buyers (with approval from seller)
- Post confidential summary on 16 websites
- Contact 600 Private Equity Groups (PEGs)
- Sunbelt website (with exposure to over 300 offices worldwide)
- Drive buyers to websites through newsletters and print ads
- Check with managers of related companies (with approval from seller)
- Send confidential summary to out-placement companies

Creating compelling marketing materials is critical to obtaining the highest selling price

- Buyers review hundreds, if not thousands, of sales memoranda annually and value materials that succinctly and effectively highlight important information about the company, the industry in which it operates and the opportunity the deal presents.
- Create a comprehensive and easy-to-understand overview of your company, its location, lines of business, number of employees, and growth opportunities within the industry. Include information regarding key technologies, company assets and managers that make your business a compelling acquisition target.
- Marketing materials are essential and powerful tools in convincing potential buyers to pursue particular acquisition opportunities. Buyers typically have high expectations regarding the content, uniformity and format of the materials.
- *Professional marketing materials show buyers that you are serious about pursuing a deal and present your company in the best possible light in order to elicit maximum value.*

Types of marketing materials

- **Blind Summary:** An initial offering document outlining your business and constructed to pique interest of potential buyers. The name, price and other confidential information regarding your company are not disclosed until confidentiality agreement is signed.
- **Detailed Offering Memorandum:** Typically a 30 – 40 page document featuring investment highlights, detailed business description, industry and competitive analysis and detailed financial information. Distribution is closely tracked and confidentiality is strongly guarded.
- **Management Presentation:** Presented upon buyer's indication of interest. Detailed business overview is given in conjunction with management discussions.

Sunbelt knows what it takes to create professional marketing materials

Sunbelt knows how to professionally market your company and create materials that speak the language of the buyer and present a compelling opportunity that will generate significant interest in your business, and achieve the maximum value for you.

Call us to discuss marketing your business through Sunbelt.