

Stevenson and Company has been advising business owners on the sale of their companies for over 25 years. We are selected to represent them in what is likely to be the most important financial transaction of their lives. Here are some of the reasons mentioned for our selection.

1. We level the playing field when selling a company to professional buyers such as corporations and private equity groups. Most business owners sell a company once in a lifetime and are at a disadvantage when dealing with a professional buying team. The business owner benefits financially and emotionally from our 25 years of experience in closing deals.
2. Our primary strength is our ability to maximize the value you receive when selling your company. We seek to thoroughly understand your objectives and then develop a sales strategy to achieve them. A few areas we focus on to maximize the price include:
  - a. We help recast financials and provide valuation assistance. Our adjusted financials support a premium price to prospective buyers.
  - b. Our deal experience enables us to identify the positive and negative aspects of the business as seen through the buyer's eyes. We then help you accentuate the merits and minimize the deficiencies found in the business.
  - c. We prepare marketing materials that excite the buyer. We go beyond the company's historical performance and highlight the business potential for the future. Buyers acquire companies for the future.
3. Through the strategic selection of potential buyers, we provide competition (or in some cases, the appearance of competition). Our very presence at the bargaining table and mention of competition provides negotiation leverage with buyers. We will conduct a limited auction to provide you with multiple choices as well as backup buyers. If an attractive suitor has already approached your company, we would ensure that a fair price is delivered.
4. We have an excellent record of closing deals through an aggressive sales campaign. Deal momentum is important because time is often the enemy in closing transactions. We focus our time on the engagement and push the process to completion. Intermediaries are expected to push buyers and can make contact every day without repercussions. Business owners cannot push the process in the same way for fear of hurting relationships or weakening their negotiation position.

5. Business owners are required to deal with day to day management issues (as they should!) that often slow or impede the sale process. Our assistance provides you the opportunity to run your business at a critical time. Value is often eroded if financial performance slips during the selling process.
6. We act as the quarterback for your deal team. This includes coordinating and working with your lawyer and accountant to enhance communication between the parties. We can help you find a merger and acquisition attorney if needed. This deal team is tasked with achieving the owner's objectives.
7. We help negotiate the deal on your behalf. We focus on both the price and terms of the transaction. Deal terms are often more important than price and these issues can be difficult to negotiate without third party assistance.
8. We provide an emotional buffer during the negotiations. This buffer is critical when the owners plan to stay on for a period of time with the new company. Nobody wants to show up for work with a new partner when personal egos and feelings have been damaged.
9. We maintain confidentiality throughout the sales process. It starts with our business card with no titles or company slogans, and continues with every discussion between you and company's we contact. We do our utmost to ensure that employees, vendors and customers are unaware of any sales process underway.
10. In summary, it is our business acumen and guidance that benefit our clients. Selling a business is both a challenging and rewarding experience. It is also a process that will pose a number of ups and downs for business owners. We guide the owner through this complex process and provide critical feedback at every step. Simply put, our help can mean a great deal.