

# Workshop Speakers



## Stephen E. Capizzi, CBI, CEPA, CFP®

Stephen is founder and managing partner of Apex Exit Advisors, LLC and the exclusive 2% Exit Club<sup>SM</sup>. He has worked with business owners over the past 26 years in financial services and now specializes in comprehensive exit planning strategies for small- to mid-sized and family-owned businesses. He has helped entrepreneurs build value in their businesses, create strategic financial and transition plans, and execute the selling process to realize maximize proceeds.



## Philip Beatty, CPA, CFP®

Philip is a partner with the wealth management firm, SignatureFD, a Registered Investment Advisory firm that manages over \$2 billion in assets. SignatureFD clients include numerous business owners who have sold their businesses and are seeking capital preservation and legacy planning. We offer a variety of signature services designed to address the complex financial and investment needs of high net-worth individuals allowing them to live confidently, fully and purposefully.



## Mike Sullivan, M&A Attorney

Mike Sullivan is a Partner at Taylor English Duma LLP, a full-service law firm in Atlanta, Georgia. Mike is an experienced M&A lawyer who spent several years as General Counsel for a Fortune 200 company, as well as small companies, and has been a trusted advisor for numerous business owners during the sale of their companies. When representing the owner in the sale of his or her business, Mike combines his M&A experience and deep understanding of how companies operate to get the owner the most money at Closing of the sale, with the least amount of carry-over liability.



## James Darnell

James is a partner at KLH Capital, a private equity firm that provides liquidity to business owners and entrepreneurs who are considering a liquidity event or ownership transfer in their business. James began his career as an investment banker, where he advised business owners on how to build value, grow their companies and realize liquidity on their ownership stakes. The team at KLH Capital has purchased over 130 businesses in their combined careers.

## Registration

**Registration Fee:** \$219.00 (includes spouse or professional guest; advance registration required)

**Register online at:** [exitmyterms.eventbrite.com](http://exitmyterms.eventbrite.com)

**Questions?** Please call workshop presenter, Steve Capizzi at 678.242.5250

**Overnight Accommodations:** Attendees must contact The Lodge & Spa at Callaway Gardens directly at 888-312-8002

### Workshop Location:

The Lodge & Spa at Callaway Gardens  
5887 Hwy 354  
Pine Mountain, GA 31822  
706-489-3300

### Two Workshop Dates:

September 26, 2014 or  
October 24, 2014  
1:00 to 5:30 p.m. (lunch not provided)

### Wine & Cheese Mixer

following the workshop  
5:30 to 6:30 p.m.

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# Selling Your Business for Maximum Profit

## Exit Planning Workshop Presented by:



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the purpose-built law firm®



KLH CAPITAL

September 26, 2014  
October 24, 2014

The Lodge and Spa at Callaway Gardens  
Pine Mountain, GA

# You've worked hard building your successful business. Plan to exit **on your terms.**

**M**any business owners reach the top but then fail to sell their businesses for maximum profit. However, with the right partner, you can avoid risks, build value, align your business and personal goals, and understand the options that meet your needs. That's exactly why we developed this workshop. Apex Exit Advisors helps you understand the steps you need to take to sell your business for maximum profit, so you can exit on your terms, maximize the after-tax value of your business, ensure adequate financial resources, and achieve the financial security you want... and deserve.

But there are serious challenges to a successful, profitable exit. Consider these disturbing, but all too familiar statistics\*:



37% of all businesses are owned by baby boomers age 55 or older.



48% are planning to transition out of their business in the next one to five years triggering the largest generational transfer of wealth in history – \$10 trillion. The business sale landscape will become a buyer's market, and this will have a profound effect on your ability to sell or transfer your business.



66% are unfamiliar with all of their exit options.



78% surveyed have no formal professional transition team.



83% have no formal written transition plan.



49% of business owners have done no planning at all.

\*Exit Planning Institute (EPI) Owner Readiness Survey 2013

Usually 80 to 90% of owners' retirement income is derived from the net proceeds of the sale, but only 30 to 40% of small- to middle-market businesses actually sell! This reality creates significant exit challenges for the owner. Still not convinced? In a study by Pricewaterhouse Cooper of hundreds of business owners, 75% stated they did not accomplish their personal or financial goals with the sale of their businesses. The number one reason? Lack of pre-sale planning.

## Your Solution: An Exit Plan

Exit planning encompasses much more than business sale (or transfer) and provides benefits regardless of when you plan to exit. In this workshop, we'll cover the critical factors that contribute to a successful exit plan, so when you are **READY** to sell or transfer your business, you can do so on your terms with clarity, confidence, and peace of mind... pursuing your dreams.

# About the Workshop

September 26, or October 24, 2014  
1:00 p.m. to 5:30 p.m.

## The Lodge & Spa at Callaway Gardens, Pine Mountain, Georgia

**E**very business owner will one day exit their business. This highly informative and educational workshop is designed for owners who plan to sell their business within the next three years. The workshop will help you understand the myriad of challenges you may face and the importance of pre-sale personal and business planning and how it can add significant value at the time of sale. The workshop will explain the business selling process step by step by our collaborative team of professionals.

### Who should attend

Business owners and their partners with company revenues between \$5 and \$50 million. We encourage you to bring your spouse and enjoy a full weekend away from your business. The activities and amenities at Callaway Gardens Lodge and Spa offer something for everyone to enjoy.

## Workshop Topics

### Introduction

- ▶ Understanding the challenges owners face
- ▶ Why businesses fail to sell or leave money on the table at closing

### Readiness Planning for Maximum Profit

- ▶ The 5-Step Exit Planning Process: Priceless
- ▶ Learn the most important and impactful concept for the sale of your business
- ▶ Building a professional team for success
- ▶ Financial planning strategies for owners
- ▶ Discover and close financial and value gaps
- ▶ Determine your life beyond business

### Valuation

- ▶ Learn how to drive value... and it's not through additional profit
- ▶ Debunking rule of thumbs and valuation myths
- ▶ Demystify the M&A jargon of valuation: CAPM, Discounts Rates, Premium, etc.
- ▶ Learn what motivates buyers to pay higher prices

### Tax Planning

- ▶ Strategy secrets... it's all in the IRS code

### Timing

- ▶ The M&A activity is heating up

### Ten Mistakes Owners Make When Selling

#### The Process to Sell Your Business

- ▶ Planning Phase
  - Packaging for position and value
  - Understanding the real "battle" and why you need an intermediary
  - Essentials to sell your business
  - To disclose or not to disclose price
- ▶ Buyer Search Phase
  - Learn why buyers buy
  - What buyers look for
  - Types of buyers
  - Prospecting process to secure a buyer
- ▶ Deal Making Phase
  - Negotiations and LOI
- ▶ Closing the Deal
  - Due diligence
  - Financing
  - Legal process and documentation

#### Closing Remarks