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# VALUE

**Time to Develop  
or Implement  
an Exit Strategy?**

You have worked years building your business. It's more than just numbers and equipment—it's one-of-a-kind. Using our **Successful Exit Process**, we uncover your business' unique value and then, when you are ready, take it to market ensuring you get the best results possible. *Learn more inside.*



**HARVEST**  
ASSOCIATES, LLC

Harvest Associates

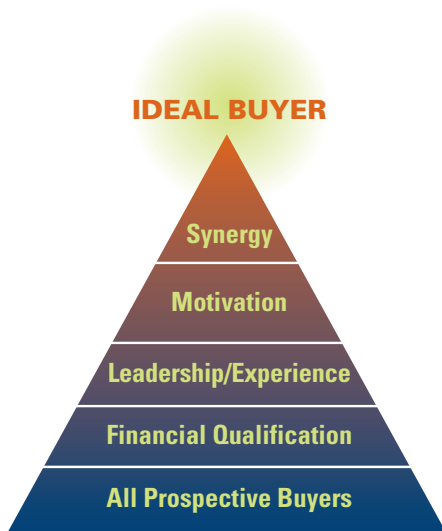
# SUCCESSFUL EXIT BUSINESS SALE PROCESS

*Here's how Harvest Associates offers the most efficient,  
effective and lucrative strategy for selling your business.*

## 1 Learn about You and Your Business

**What is important to you?** You've probably spent many years growing, nurturing, and improving your business. It is a reflection of what is important to you, and it is unique. We begin with that premise, then learn your history and what you value. Do you want the business to continue on, provide employment for loyal employees, or even provide income for children and retirement? We learn exactly what you want to accomplish with the sale of your business in order to establish your personal and professional goals as the standard upon which the rest of the sale process is based.

Maximum Value Pyramid



**Harvest's Successful Exit Process** gets you the best deal by generating a broad array of prospects. We then take the time to carefully qualify and negotiate to find the ideal buyer — the buyer motivated and able to work with you to create the best transaction possible.

## 2 Prepare an Honest Business Assessment

**How much is your business and real estate worth?**  
**How can you improve their value?** By analyzing your business, hard assets, and the market we can pinpoint your sales price range. We then evaluate how you can adjust your business to increase its value in the buyer marketplace and maximize your selling price.

## 3 Help You Set Goals and Develop a Target Transaction

**What are aggressive yet attainable goals from the sale process?** We work with you and your other professionals to develop a target transaction that achieves all of your goals including increasing your sales price, managing your risk, and maximizing your after-tax returns.

## 4 Prospect, Market and Sell

**Are you getting the best deal?** We take the time to identify the broadest possible market while, also, protecting your confidentiality. Then, using your goals and our sales experience, we qualify the most ready, willing and able purchasers. We skillfully navigate the market to find and develop the best deal. A strategic blend of resourceful market planning, multiple marketing channels, dedicated follow up, continuous assessment, guidance, and focus all enable us to lead you to a win-win transaction.

## 5 Protect and Serve through Negotiation

**Can you avoid losing your optimal transaction in the fine print?** Years of experience aggressively representing our clients enables us to negotiate the best possible deal for you. We have encountered many tricky situations and negotiating styles, allowing us to handle each negotiation appropriately and gracefully to move your sale to a favorable conclusion.

## 6 Creative Problem Solving

**How can you keep your sale from dying in due diligence?** Experience has taught us how to reduce anxiety levels and overcome the many hurdles that pop up during due diligence. We resolve financial complexities that occur during loan underwriting. And, we provide seasoned judgment to anticipate and uncover solutions to complex problems.

## 7 Close in a Timely Manner

**How do you avoid the frustration of never getting to closing?** Finding buyers is easy. Closing them is complex: this is where we excel. Our dogged determination helps you resolve all necessary closing issues such as third party approvals, lease issues, transfer of licenses, and final documentation. We stay right with you through completion.

*Work with Harvest and benefit from our dedication and experience. By applying our **Successful Exit Process** to your unique situation, we enable you to meet your goals including maximizing your business sales value.*

**Contact us today, because you've earned a Successful Exit.**

## Business Sale Timeline

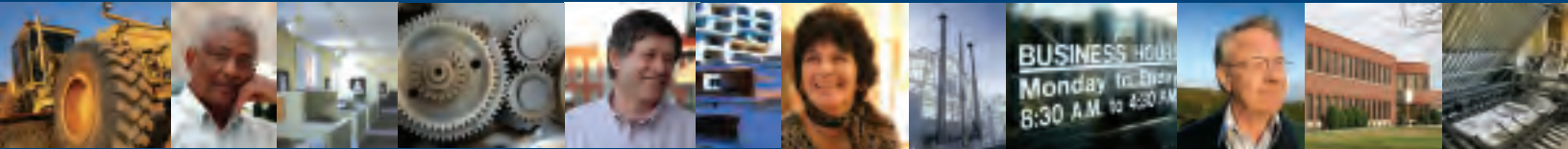
*Who really has the time to sell their business by themselves?* It takes time and experience to sell your business properly. This representative chart shows likely transaction tasks, timeline, and hours invested in a two million dollar business sale. Portions or all of steps 4-6 may be repeated. The overall timeline and hours invested to sell your business will vary. It is prudent to assume a 12-24 month timeline.

	Hours	Timeline
<b>1 Learn about You and Your Business</b>		<b>1 Month</b>
Initial Interview & Follow-up	4	
Preliminary Financial Analysis	4	
Enter Into Advisory Agreement	2	
Detailed Information Gathering Business/Personal/Key Employee Issues	8	
	16	
<b>2 Business Assessment</b>		<b>1 Month</b>
Valuation	20	
Improvement Guidelines	12	
<b>3 Goal Setting, Target Transaction</b>		<b>1/2 Month</b>
Outside Consultations	4	
Outline Transaction & Review	4	
<b>4 Prospecting, Marketing, and Selling</b>		<b>2-3+ Months</b>
Marketing & Ad Plan	8	
Sales Package & Financial Info.	24	
Research & List Analysis	12	
Direct Mail & Cold Calling	60	
Follow-up	14	
Screening & Prospecting	16	
Meetings & Intention Letters	24	
<b>5 Negotiation – Protecting and Serving</b>		<b>2 Months</b>
Letter of Intent	12	
Preliminary Due Diligence	12	
Final Agreement Negotiations	40	
<b>6 Problem Solving &amp; Due Diligence</b>		<b>2 Months</b>
Visits, Inspections, Inventories, etc.	20	
Financing Issues	16	
Negotiations	20	
<b>7 Closing</b>		<b>1 Month</b>
Final Documentation	25	
<b>Do you have this much time?</b>	<b>377 Hours</b>	<b>9 Months</b>

**Harvest Associates** works with successful retiring business owners to maximize their returns as they develop and implement a business exit strategy.

Most of these owners are vibrant and active; they are just ready to lift the burdens and restrictions that come with owning a business. Having achieved their business goals, they are now ready to meet their next challenge.

If you fit this description or advise someone who does, contact us today at **877-838-4966** or **[www.harvestbusiness.com](http://www.harvestbusiness.com)** for a free consultation to determine if our Successful Exit system will work for you.



*Offices in Baltimore  
& Bethesda, Maryland*

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