

Make Selling My Business *suck* Less
Retirement Runway for Business Owners

**Maximizing Exit Value
for Retiring Business Owners**

INTRODUCTION

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Retirement Runway for Business Owners

MAXIMIZING EXIT VALUE: Introduction

The biggest asset for entrepreneurs is their business.

And the exit from that asset is not just intellectually draining. It is an emotionally challenging process about which nearly every business owner who's sold their business would say,

“Selling my business sucked.”

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MAXIMIZING EXIT VALUE: Introduction

The professionals who are involved in serving business owners, it makes sense to help maximize the business's sale price ... that way:

- The money managers have more to manage
- The accountants have more impact, and
- The estate attorneys have more to plan.

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MAXIMIZING EXIT VALUE: Introduction

Frank Turner, Business Valuation Analyst, offers a game-changing way for a business owner to think about retiring ... the

“Retirement Runway”

a proactive process completed with the help of fellow business owners and “been-there-done-that” professionals.

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Retirement Runway for Business Owners

MAXIMIZING EXIT VALUE: Introduction

Mr. Turner's Retirement Runway deploys a "3 Step Strategy" that helps retiring business owners prepare their business for sale:

- 1. FIRMED UP FINANCIALS:** From Hiding to Bragging
- 2. MECHANIZED MANAGEMENT:** Plug & Play Processes Rule the Day
- 3. MODERNIZED MARKETING:** Public Perception is the Buyer's Perception