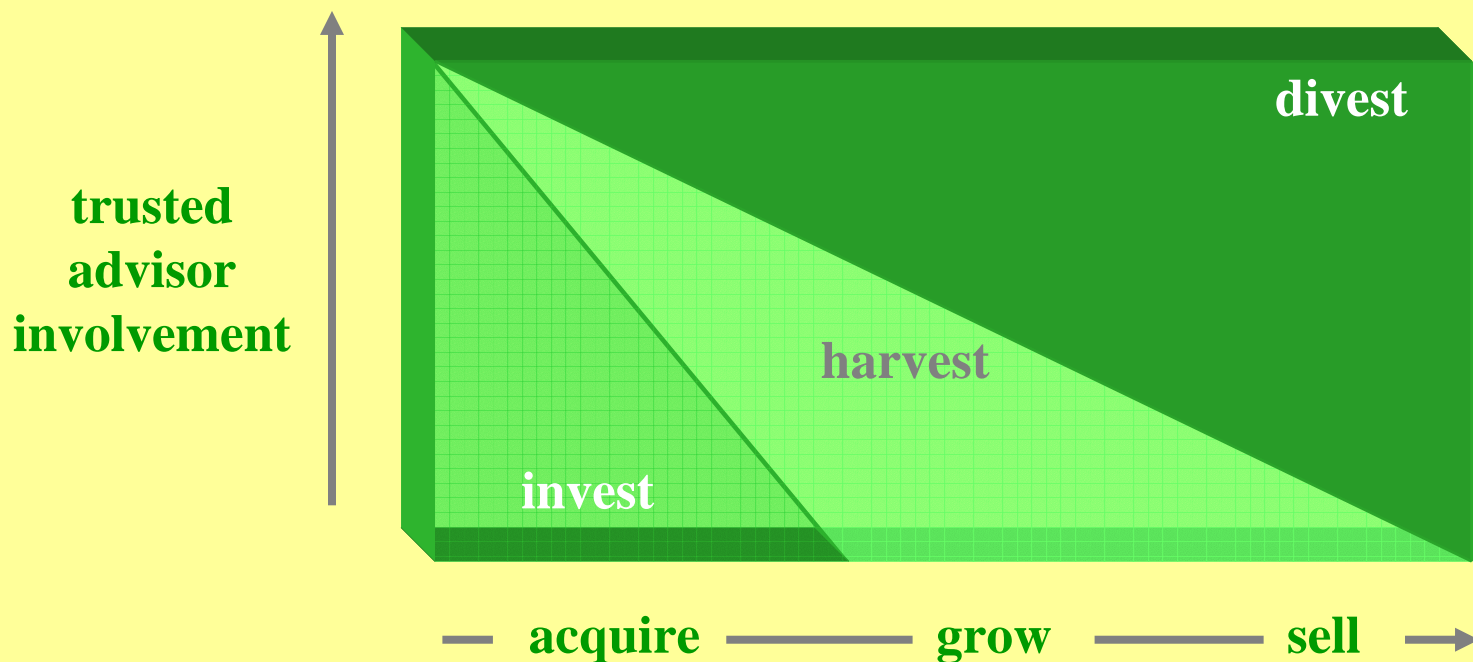




**Sell, Buy, Value and Fund  
Companies**

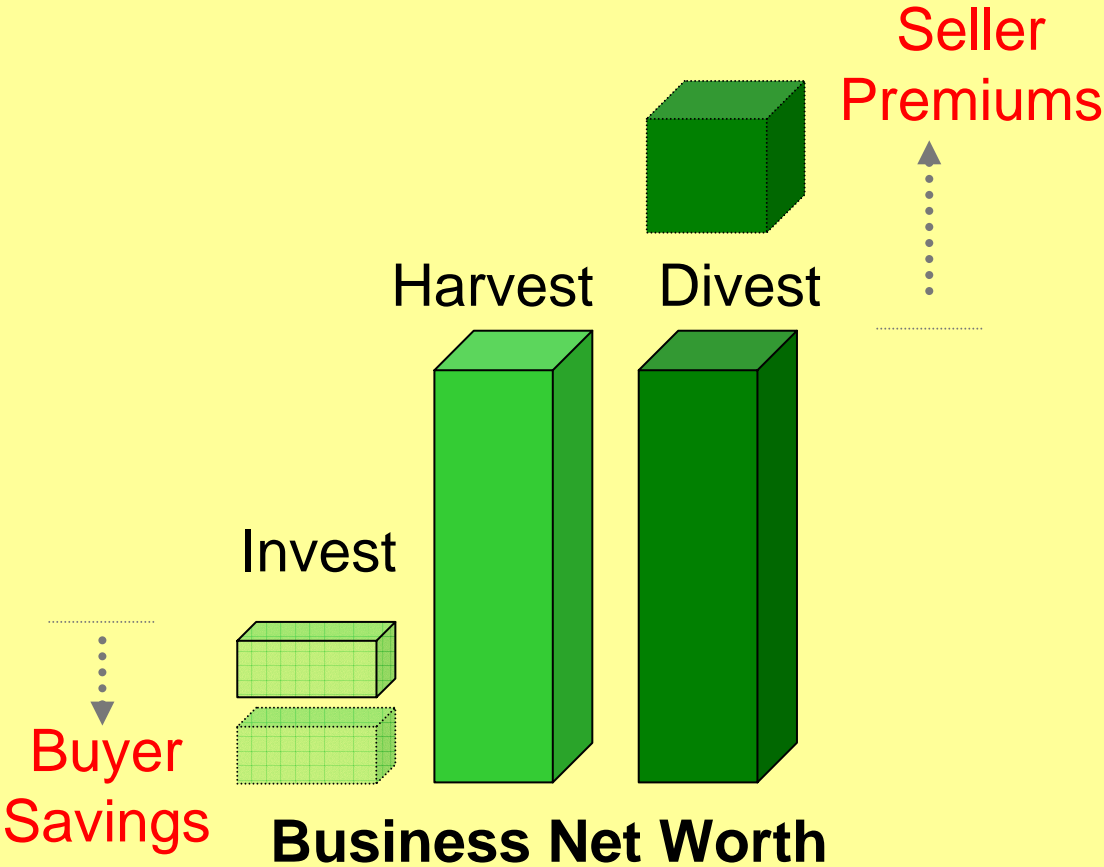
**Learn more at:  
[northeastcapitalalliance.com](http://northeastcapitalalliance.com)**

## Business Lifecycle Approach

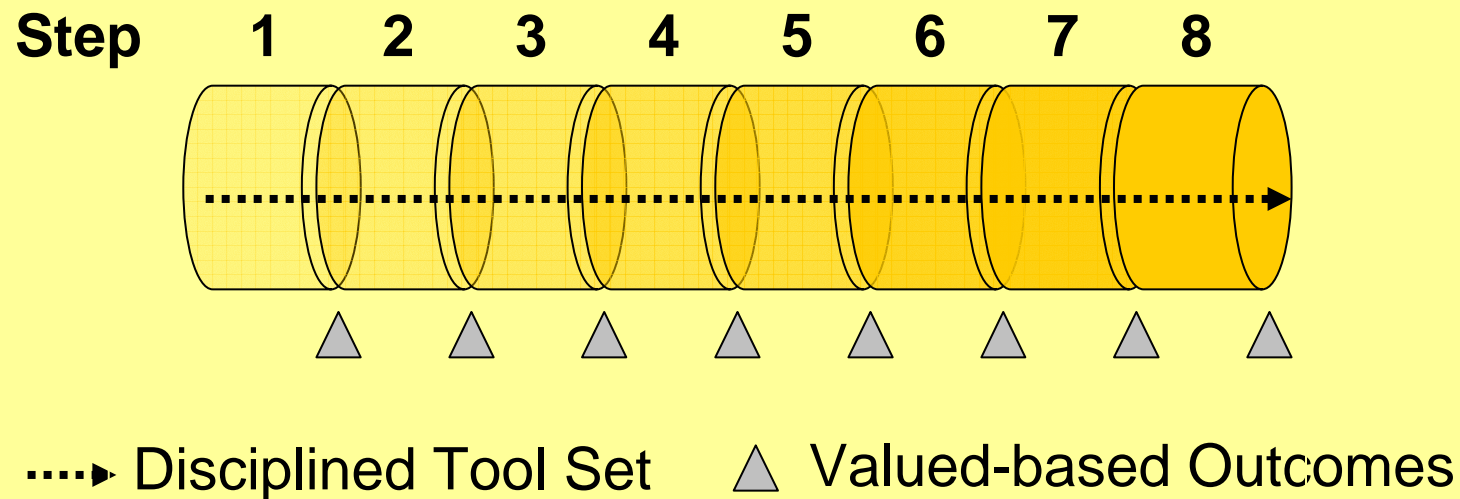


## **Different Buyers Pay Different Prices**





## Systematic, Client-Centered Approach



*Research, analysis and clear positioning drive Value*

## **Some Keys to Success**

- 1. Have Realistic Expectations (Not Based on Rules of Thumb)**
- 2. Get To The Details (ROI, Payback, Etc.)**
- 3. Don't Go It Alone**
- 4. Use a Systematic Approach – Not Haphazard, Shot Gun Marketing**
- 5. Know Your Exit Position<sup>sm</sup>**
- 6. Plan Early If Time Is Available (3 to 5 Years Prior to An Eventual Sale)**