

**A competitive process that involves multiple buyers is a critical component of a successful M&A process**

**Running a structured process is critical in determining who the interested buyers are**

#### One buyer is no buyer

- During an M&A process, it is extremely important to generate interest from multiple parties in order to induce competition among buyers. Too often sellers go down the M&A path with only one buyer, which a) eliminates competition that could increase the value of the business and b) exposes the seller to significant risk if the buyer does not have the financial wherewithal to complete the transaction.
- Running a complete M&A process, soliciting a large, yet targeted universe of potential acquirors, and hand picking the best candidates is the only way to achieve maximum value for your business.
- Timing is an important function of the process that keeps buyers not only interested, but excited to do a deal. A professional advisor can set an M&A timetable that allows the maximum competition among buyers while at the same time maintaining the impetus to close the deal.

#### Conducting a competitive M&A process

- When undergoing a formal M&A process, it is important to execute a structured process that targets a wide audience of potential buyers and fosters a competitive bidding environment. Set forth below is a typical timeline of a professionally structured M&A process:

Event	Number of Parties	Approximate Timing
Marketing Teaser Sent	500	2 – 3 weeks
Buyer Interest Expressed	75	1 – 2 weeks
Interview on Phone / In Person	50	2 – 3 weeks
Confidentiality Agreement Signed	40	1 – 2 weeks
Offering Memorandum Sent	40	1 – 2 weeks
Non-Binding Indication of Interest	10	2 – 3 weeks
Meeting with Management / Tour of Premises	5	1 – 2 weeks
Due Diligence Period	5	1 – 2 weeks
Draft Sale Agreement	4	1 – 2 weeks
Negotiate Transaction	3	1 – 2 weeks
Closing	1	1 – 2 weeks

#### GW Equity's representatives have significant expertise in running a competitive M&A process

- We have experience in running successful M&A processes that generate interest and a competitive bidding environment in order to ensure our clients realize maximum value for their company.