

**Fallon-Houle, Nancy**

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**From:** Tom Metz [tom@tvmetz.com]  
**Sent:** Monday, December 28, 2009 3:42 PM  
**To:** Fallon-Houle, Nancy  
**Subject:** Nine M&A Mistakes

Nancy,

Companies make a number of mistakes when arranging the sale of a company. Our latest newsletter illustrates nine common mistakes.

1. Selling at the Wrong Time
2. Confusing Price with Value
3. Overlooking the Edges of the Market
4. Not Generating Competitive Offers
5. Not Getting Buyers to the Table at the Same Time
6. Not Being Creative
7. Bad Negotiating
8. Failing to Seek Professional Advice
9. Perfect Acquisition Syndrome

Please visit our web site to read the article: [www.tvmetz.com/articles/9-mistakes.htm](http://www.tvmetz.com/articles/9-mistakes.htm)

Regards,  
Tom

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For additional information regarding the M&A process, check out Tom's book entitled Selling the Intangible Company -- How to Negotiate and Capture the Value of a Growth Firm. For more information, please see: <http://www.intangiblecompany.com>