

Premium buyers seek businesses, irrespective of size, that will enhance their operations and help them grow

By analyzing the future financial and strategic benefits of a combination, premium buyers will be motivated to pay premium prices

Understanding how to position and market a company is key in obtaining premium value

What buyers seek in a potential acquisition

- Buyers seek to acquire businesses that will enhance their existing operations, complement or diversify their product portfolio, allow entry into new geographic or demographic markets, expand their customer base and/or increase market share.
- **Premium buyers recognize not only the financial but also the strategic merits of a transaction and thus will be inclined to offer premium value.** Premium buyers are generally more willing to pay above the baseline economic value of a business when compared to pure economic buyers.

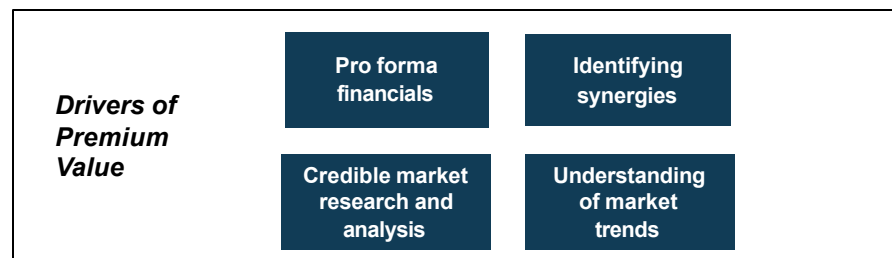
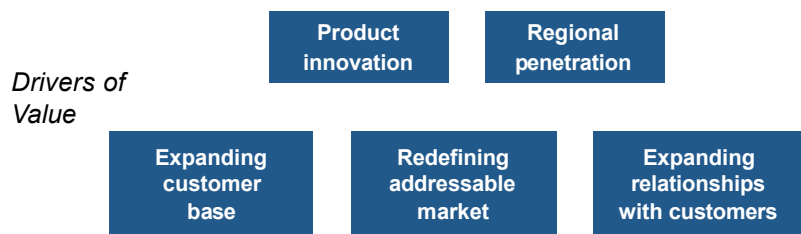
Understand the perspective of the buyer

- Properly positioning a company to potential buyers is critical.
- Most premium buyers are simultaneously considering the purchase of various businesses, some of which may be within the same industry.
- **Therefore, it is critical that a seller's business is positioned in a strategic, concise and understandable manner to buyers.**

Explain the past but SELL the future

- When selling a company, it is important to demonstrate a track record of positive results. **More importantly, it is critical to convince the buyer of the future benefits of the business.** Selling a company for maximum value requires effectively presenting the competitive positioning and future market potential of the seller relative to its competitors.

What it takes to achieve PREMIUM value for a business



GW Equity knows what it takes to obtain premium value for your business

- With decades of collective experience, GW Equity Representatives will conduct rigorous market research and analysis to effectively market and position your company to achieve maximum value.