

Lower Private Mid Market Update

Greetings!

Better the Book, Better the Price

[Click here to see a typical Table of Contents](#)

A finished painting commands more value than an unfinished one, because of the uncertainty of what the unfinished one will become.

Similarly, for Sellers wanting to sell, creating and maintaining a complete Confidential Information Memorandum (CIM book) requires a lot of work, including monthly updating of financial results, normalized according to accepted industry / accounting practices.

Monthly financials mean; Balance Sheet, YTD Income, Backlog and Bids Outstanding, and updated Projections.

Not only do few sellers have the software tools to prepare and maintain a Book, but they may not have the knowledge, time or inspiration to manage this type of detailed process over an extended period of time, usually 12 months. Yes, and as the deal is Closing the Buyer wants one final financial results update before writing the cheque.

Buyers may question the qualifications of the author of the marketing materials. Professional representation moves everything into the big leagues; conveying immediate credibility, opening doors that otherwise might not have opened, and creating confidence that Buyers can rely on.

So what does a finished masterpiece (aka the "Book") usually look like ...[Click here ... to see a typical Table of Contents.](#)

You only get one chance to create a good first impression.

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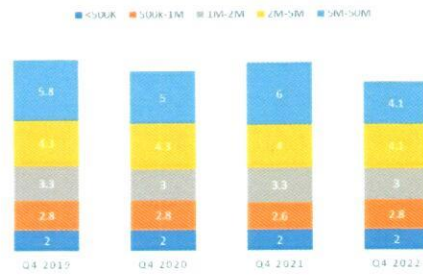
[Neil Thomson](#), [M&AMI](#)

Managing Partner

[4Q2022 Multiples - 4 year comparison](#)

Advisors reported that businesses with enterprise value of \$5M-\$50M received an average valuation of 4.1x EBITDA, a notable drop over the past few years.

click to expand ... ==>



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