HIGH

Market IS Highly Receptive; Business IS NOT Optimized

- 1. Get a valuation
- 2. Check your assumptions
- 3. Be realistic about longevity
- 4. Consider demand-to-risk ratio
- 5. Protect valuable employees and assets now
- 6. Discuss exit options with attorney

Market IS Highly Receptive; Business IS Optimized

- 1. Commit to the process
- 2. Create competitive environment
- 3. Assemble selling team
- 4. Assess and take care of legal, financial skeletons
- 5. Maximize value
- 6. Hit the market

Market IS NOT Receptive; Business IS NOT Optimized

- Button up any risks and uncertainties now
- 2. Build a board, or join an advisory group
- 3. Cultivate your network
- 4. Secure talent and valuable assets
- 5. Develop long-term exit plan

Market IS NOT Receptive; Business IS Optimized

- 1. Analyze market and alternative options with attorney
- 2. Get to know potential, eventual buyers
- 3. Create conveyable value
- 4. Stay on top of market conditions
- 5. Be patient

LOW

NOT READY READY



READINESSTO SELL



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Business attorney and M&A lawyer Michael N. Mercurio serves as outside general counsel on matters related to corporate law, M&A, and other lifecycle business transactions. As a strategic partner to firm clients, Mr. Mercurio regularly counsels entrepreneurial individuals and assorted entities on all aspects of business and commerce, with a core specialty in mergers and acquisitions—both from the sell side perspective and buy side perspective. Mr. Mercurio also routinely works with family businesses to help navigate through the unique challenges faced by such businesses.