

THE OWNER'S



# EXIT PLANNING COACH

OVERVIEW

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## MINDING YOUR MOST VALUABLE ASSET

Like many business owners, your business may comprise 80% or more of your net worth. In addition to being your most valuable asset, it generally is by far the most at-risk asset. This has a lot to do with the nature of the capital markets. Small businesses are hard to value, and therefore illiquid. This means that monetizing a business – turning it in to money – is no small task. Based on statistics from the investment banking industry, 72% of business owners who hire an intermediary to help sell the business will not find a buyer.

For those who do find a buyer...

- The sale of their business will be their largest (and most complex) wealth creation event of their lives, and
- It is something with which they have little to no experience.

*This is where the Owner's Exit Planning Coach comes in.*

## WHY MOST ENTREPRENEURS PREFER COACHES

Different from consulting or advising, “coaching” is based on the belief that people (especially entrepreneurs!) do not trust what they do not create. Coaching helps entrepreneurs do what they do best: imagine the future and get results. If exit planning is something an owner is familiar with, he or she may not need coaching.

However, in situations where there is a void of knowledge and experience, advice or consulting are doomed to fail without the aid of a coach. This is because entrepreneurs are not likely to trust raw advice and consulting without gaining their own depth of knowledge and arriving at their own fully informed conclusions.

Coaching is the most effective way to trust what you create, because that's what you will do – come to your own conclusions, rather than simply do what you are told. When the stakes are high (e.g., the transition of your life's work), blind compliance is simply outside the entrepreneur's skill set, and for good reason!

*A coach is a guide who helps you to create your own solutions, and is professionally trained to do so.*

**THE ROLE OF THE EXIT PLANNING COACH**

An Owner's Exit Planning Coach has a discrete coaching objective: to help the entrepreneur find and optimize the right exit. To accomplish this, the Coach must have a holistic understanding of the complex exit-planning universe. This includes knowledge and experience with the technical aspects of the exit planning process, which include, for example:

- The capital markets and how to access financial capital and buyers
- The valuation discipline and the process and components of a valid, professional business appraisal
- The mergers and acquisitions process in connection with the many iterations of the purchase and sale transactions for privately held businesses
- The nuances of leadership preparation and transition
- Wealth and estate planning
- Which advisors are needed at which points in the process, and how they are trained and are paid
- The impact and importance of managing the real and powerful emotions that owners and their families will experience along the way

*One thing you will come to learn about us: Our coaches have special training and experience with owners and exits.*