



A FASTER AND BETTER WAY FOR BUSINESS OWNERS TO CONNECT WITH BUYERS

WHY FINANCIAL BUYERS?

Today there are thousands of financial buyers with approximately \$450 billion to invest. While the debt markets have tightened dramatically, these buyers have responded by increasing their equity percentage from 32% in Q1 2010 to 50%+ in Q2 2012. Some are even willing to fund the acquisition of quality companies with “100% equity” to close the transaction!

The M&A MARKETPLACE by CHCSM chose financial buyers for FOUR important reasons:

- 1) Financial buyers have PAID MORE to sellers than Strategic and IPO's of the last 6 years!
- 2) They offer FAIR PRICING, are more flexible and respond more quickly than strategic buyers,
- 3) Some are willing to be a minority equity investor thus becoming a true partner of the owner without the owner having to relinquish control,
- 4) The seller's employees and facilities are usually needed post closing where a strategic buyer frequently only wants the customers, revenues and any intellectual property, and
- 5) They are HUNGRY for quality opportunities - have HUGE amounts of CASH to invest! As of Q2 2012, they have estimated cash reserves of \$450 billion and STRONG motivation to invest prior to 2013 (anticipated increase in capital gains tax and a rapidly closing investment window post Dec 31, 2012).

Additionally, if the owner selects a competitor as the buyer and the deal fails, the seller's most sensitive information has been disclosed to someone who could cause them irreparable harm and make them much less attractive to other prospective buyers.

The M&A Marketplace is a place for owners to come for information and access experts that can help them through this unfamiliar process to achieve a better result.