



**CUTWATER**  
CAPITAL ADVISORS  
OPTIMUM VALUE INVESTMENT BANKING

# CUTWATER CAPITAL ADVISORS

## SELLING AT THE OPTIMUM VALUE



### OVERVIEW

When business owners know that it is time to sell their business, there are many factors that can prevent them from getting the optimum value. At Cutwater Capital Advisors, our vast network of business owners, consultants, investment bankers and our own team at CCA have created the ideal pathway for the business owner.

### THREE-WEEK EXIT PATHWAY

Below is the pathway that we take business owners through to help them first identify what their optimum value is, or could be, should the proper steps be implemented that focuses on the optimum value at the optimal timing.

#### Step 1:

Initial meeting to confirm the key components of how the business will exit at its optimum value. Review the Five-Reasons businesses don't exit at the Optimum Value.

#### Step 2:

Three options to choose from depending upon the intent and objective of the business owners

**Assessment #1:** Obtains the DNA for the business and the foundation for preparing the appropriate marketing materials to sell the business so our investment banking group can begin the process of selling the business right away.

**Assessment #2:** All of the information in Assessment #1 plus a deeper dive into the core components of the business to identify the true Optimum Value and Optimal Timing, should the business owners want to pursue that option.

**Assessment #3:** All of the information in Assessment #2 plus a full assessment of the competition, customers, industry trends in order to determine if there is an opportunity for our private equity division to invest and grow the business prior to selling.

#### Step 3:

After the appropriate assessment is selected, our team goes to work on preparing for the implementation of whichever pathway is selected.

**Note:** No matter which pathway is selected, our compensation is unique in the sense that if we bring investment dollars and grow the business prior to us coordinating the sale, our compensation is tied to the ending sale price. Regardless of the pathway selected, we pursue a swift exit at the optimum value and our compensation is tied to hitting that target.