

# OUR PROVEN PROCESS

BY **ACT CAPITAL ADVISORS**

[actcapitaladvisors.com](http://actcapitaladvisors.com)

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PROTECT YOURSELF WITH EXPERT GUIDANCE



## PRELIMINARY ANALYSIS

To command a premium price, we have to demonstrate profitability. ACT Capital conducts a thorough evaluation of your business and industry to establish a fair market value. It is imperative for us to establish realistic expectations before taking a business to market.



## FACT GATHERING

After signing a representation agreement, we begin gathering detailed data about your business: products, services, financial background, strengths, weaknesses and potential. This in-depth background and analysis are essential to formulating the best strategy for your business.



## MARKETING

A key element of your strategic marketing plan is professional marketing materials that present your company in its best light. Our Confidential Sales Memorandum (CSM) maintains the highest degree of professionalism and confidentiality while also highlighting the details of your business that will appeal most to knowledgeable buyers.





## **FIND THE RIGHT BUYER**

Perhaps the most essential component of our strategy is the identification of qualified, interested prospects with the managerial and financial ability to not only purchase but successfully manage your business. To this end we maintain an extensive database of vetted contacts known to be looking for businesses.

## **CONTROLLED AUCTION**

A single buyer without competition has significant negotiating power. We prefer to leverage multiple buyers to skillfully structure deals that maximize your return. Tactfully navigating this process to avoid negotiation pitfalls requires the skill and experience of seasoned investment banker.

## **NEGOTIATIONS**

From preliminary conversations to deal closure, we guide and support you through complex negotiations. In many cases buyers also employ skilled professionals. While the desired results and the final decisions are entirely up to you, leveraging our skills and experience allows you to maintain a far stronger negotiating position.

