

EXIT ON YOUR TERMS

10-Point Checklist... are you prepared for the unexpected?
1 in 2 US business transitions are driven by force, not choice.



ALFA Advisory helps entrepreneurs, business owners and executives protect their personal wealth, optimize the growth and value of their business, and create a meaningful and lasting legacy.

With more confidence, options, and resources, you will scale your wealth and impact faster.

Are you ready? Most entrepreneurs have **80% of their wealth locked in their business** and assume they will simply sell the business to an investor or competitor someday.

50% of owners are forced into an exit, often by 1 of the 5 Ds: death, disability, divorce, partnership disagreement or distress (typically financial).

Following is a list of 10 simple statements, courtesy of the *Exit Planning Institute*, to help you decide if you are prepared for a **transition on your terms**, or if not, **what to do next**.

- I have spent some time and money getting educated on the process of how to transition my business. I have discussed transitioning with my loved ones.
- My personal, financial and business goals are aligned -- meaning they are defined and linked, and I have created an advisory team which includes at minimum: an attorney, CPA, wealth or financial advisor, exit advisor, spouse or partner or other family who is a "significant other" in your life.
 - Other advisors you may consider include personal friends and advisors, banking advisor, M&A attorney, estate planning attorney, real estate attorney, business attorney, ESOP specialist, tax specialist, insurance specialist, foundation / charity, key employees, investment banker or business broker, board members, family or personal counselor.
- I have created a contingency plan, including buy-sell instructions, appropriate insurance, and specific instructions if something outside my control happens that prevents me from operating my business or unwillingly forces a premature transition. I have reviewed this plan with my trusted advisors, family members and/or partners, as applicable.
- I have completed a strategic analysis, business valuation and personal, financial and business assessment(s) within the last year.
- I have considered all my exit options and optimum deal structures. I have weighed the pros and cons of each in relation to my stated goals and objectives.

[continued >](#)

- ❑ My transition plan is written and includes goals and objectives, clearly defined tasks and responsible parties, a definition of my transition team and process, a plan leader or project manager, timelines, a budget, and my role before and after transition. (This plan ideally has a multi-year implementation timeline.)
- ❑ I have considered and designed a post business life-after plan. This plan is linked or part of my wealth management plan which has been prepared by a professional financial advisor and if applicable, estate planning attorney, insurance specialist, tax specialist and charitable foundation specialist.
- ❑ I have a pre-transition value enhancement / preliminary due diligence project underway to de-risk the business, maximize its value, minimize taxes upon transition and improve the probability of a smooth transition to the next owner including family, partners, or employees if applicable. (Family transitions should be treated no differently than other transition options.) (This plan ideally has a multi-year implementation timeline.)
- ❑ I have a management program underway to ensure the post transition leadership is prepared to operate the company after my exit.
- ❑ I have secured the appropriate specialists (business broker, investment banker, ESOP advisor, etc.) to handle my desired transition option.

Any of these items a concern? Certified Exit Planning Advisors (CEPA®) can help...

- ✓ Understand the value of your business, how ready you are for a sale, and how a buyer views it
- ✓ Determine a Range of Value of your company, both value today, and what is it potentially worth
- ✓ Identify an owner's three gaps (value, wealth, profit – see our INSIGHT *Know your Numbers*)
- ✓ Understand your exit options and how they apply to their company and exit goals
- ✓ Better understand your personal vision and personal financial needs
- ✓ **Bring your advisory team together, and your internal team together, to work towards common goals and outcomes that align your business, personal and financial goals**

There are also two main types of CEPAs:

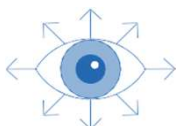
- ✓ Value Accelerators focus on the business (e.g. CPA, EOS coach, investment banker/biz broker)
- ✓ Wealth Accelerators focus on your personal finances (e.g. financial advisor, tax/estate attorney)

ALFA Advisory offers personal financial planning for business owners. Information incidental to the planning process, including business valuations, should not be used to market the business for sale.

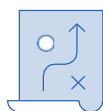
For help evaluating your options to increase financial clarity & control,

[Click here to schedule a call with ALFA Advisory](#)

ALFA EFFECT: Unlock More Freedom in Your Life and Business by



CLARIFYING YOUR VISION,
DREAMS AND GOALS



OPTIMIZING YOUR PLAN
AND PATH FORWARD



ALIGNING SPECIFIC,
CURATED EXPERTS



GAINING ACCESS TO
ALFA'S COMMUNITY