



Experience, Leverage, Results

Fulcrum Partners, LLC
2525 E. Paris SE
Suite 100
Grand Rapids, MI 49546
Phone: (616) 954-3954
Fax: (616) 588-6123

Fulcrum Partners, LLC
211 Ray Street
Boyer City, MI 49712
Phone: (231)-582-4880
Fax: (616) 588-6123

Helping Clients Understand The Buyers Perspective

We have fun as M&A advisors largely because we really enjoy our clients. These are special people; entrepreneurs and true survivors who have endured the ebbs and flows of their businesses and have succeeded in building something worthwhile. They are proud of their work, and rightly so.

One of our challenges, then, is coaching our clients not to let the pride in their accomplishments blind them to how outsiders will look at their businesses. Our job is to prepare transparent documentation, identify problems that can be fixed, objectively frame the opportunities for a buyer and set realistic expectations for the seller.

We get results because we invest time in our clients before they make a commitment to sell. Our experience as owners and operators drives frank discussions about the business and what needs to be done to prepare it for market. Our familiarity with buyer segments allows us to promote the elements of the business that will generate the most interest.

When it comes to seller expectations, the first thing we hear usually revolves around price. Our first step is always an independent valuation of the business, as an outside benchmark to balance with the opinion of the owner. From our experience, however, we have found it even more effective to show our clients how buyers value a business by walking through how deals are financed with the assets and cash flow of the business.

We use a proprietary tool to model deal scenarios based on common buyer capital structures. Our clients can see what drives a buyer offer. This exercise also helps us identify acceptable tradeoffs in deal structure useful in future negotiations.

It all goes back to our mantra Earlier is Better. We offer the most value when we are introduced early in the process while the owner still has many options available. We let them know if their objectives are achievable, and if not, what they need to do to build a realistic exit plan. This is also a perfect opportunity for us to introduce the professionals in our network.

If you have a client or acquaintance that is currently considering exit options, we can help. We would be happy to have a discreet, no-obligation discussion regarding current market conditions and what can be expected in the process of selling a business.

Fulcrum Partners is a strategic business consulting and M&A advisory firm serving owners of privately held, lower middle market companies. Fulcrum Partners specializes in manufacturing, distribution and select services businesses. For more information on Fulcrum Partners LLC visit our web page at www.fulcrumpartners.biz .

www.fulcrumpartners.biz

Principals

William R. Schumann
bill@fulcrumpartners.biz

James J. Radabaugh
jim@fulcrumpartners.biz

Kirk H. Jabara
kirk@fulcrumpartners.biz