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Marketability of Lower-Middle Market Businesses: How Current Financial Markets Issues Impact Exit Plan Options for Business Owners

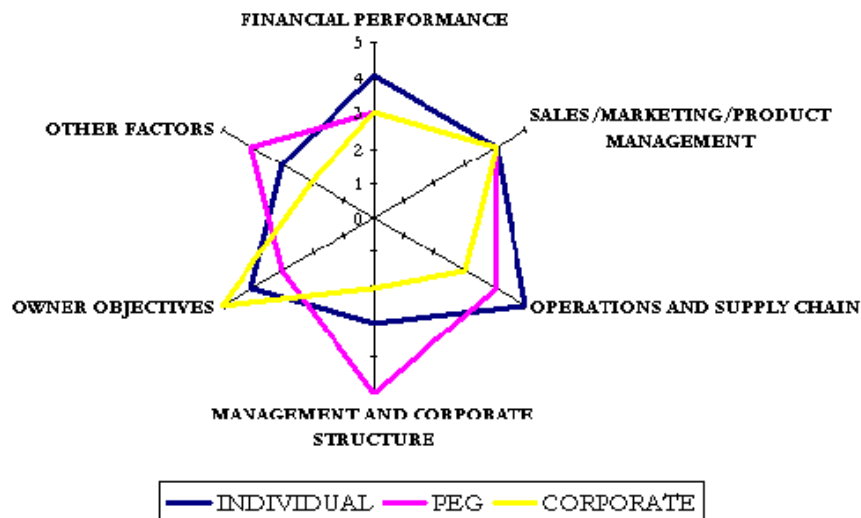
Recent fall-out from issues with mortgage-backed securities has many business owners asking, How will this affect me and my business? Uncertainty in financial markets makes daily headlines but it is difficult to determine implications for those business owners hoping to achieve an ownership transition within the next 5 years.

High profile private equity groups who buy very large companies receive most of the press but strategic and individual buyers evaluate acquisitions of smaller businesses using much different criteria. Our experience in the lower middle market has been that the deals are more manageable in terms of obtaining financing and minimizing risk. The market for privately held, profitable manufacturing and distribution businesses remains strong and active.

In this confusing environment many of your business-owner clients likely have concerns about the issues of most importance to them: enhancing the value of the business and the ability to achieve liquidity on their terms. We would like to partner with you to help answer your clients exit planning questions and enhance the overall value that you provide them.

Fulcrum Partners has developed a **Market Readiness Assessment**, a detailed diagnostic tool designed to educate business owners as to how different buyers will assess their business in todays market. **The most effective strategy** a business owner can have is an understanding of the key variables that affect the relative attractiveness of his or her business to different types of buyers along with a plan to address any gaps in those areas that drive value.

Market Attractiveness By Type of Buyer



If you would like to learn more about Fulcrum Partners and our **Market Readiness Assessment** process, please visit our website at www.fulcrumpartners.biz or contact one of our partners directly.