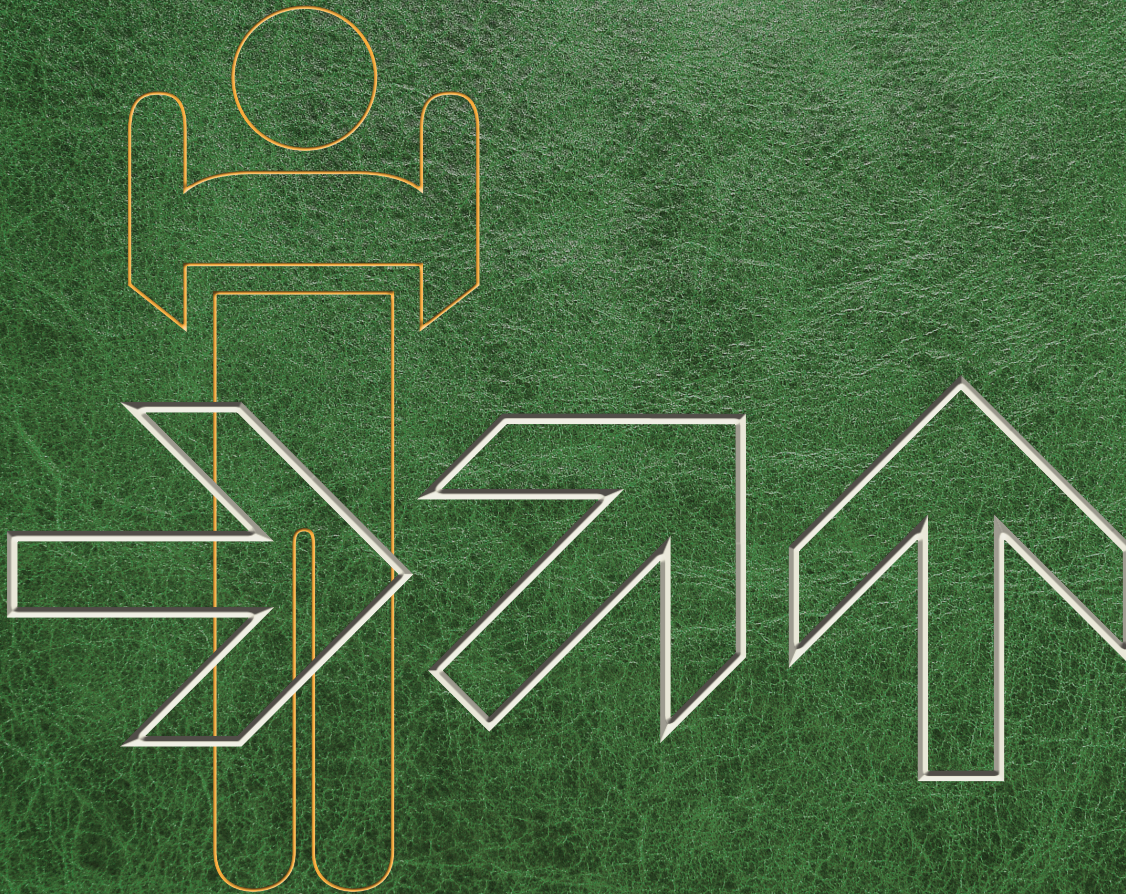


# Business Owner Exit Strategy Manual



Store in cool, dry and secure location

If you're a successful business owner, there are three paths before you.



**You can stay on the path that made your business the success it is today.**

Honestly, there is not a lot we could do for you, and we wish you the best. Keep us in mind if your situation changes. Every one of our clients know more about their businesses than we do.



**You can go to market now.**

Funny story, two brothers working together in the industrial services business for 25 years, never talked about what was coming next. One day, one brother says to the other, "I'm really sick of this, have you ever thought about getting out?"

Thirty days later they were booking flights to Hawaii.

That's an anecdote. In most cases a successful business transfer will take much longer. The point being, if you're convinced the time to get out is now, we have the necessary resources at our fingertips.

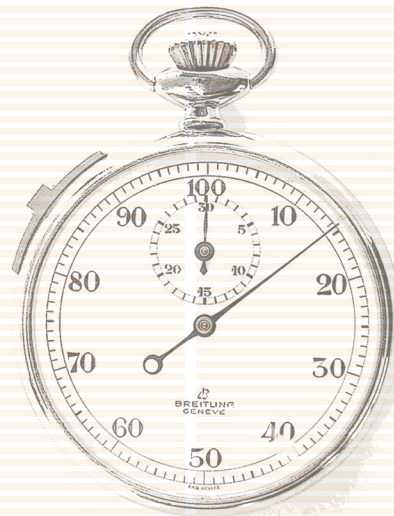


**You can strategically build the value of your business to make it most attractive to buyers in a few years.**

We've all seen lists of the best and worst improvements you can make to your home before you put it on the market. There is a list like that for businesses and we know it intimately.

It's called Value Builder. Seeing how well your business scores is complimentary at [MarigoldResources.com](http://MarigoldResources.com).

That free report will indicate what multiplier of your pre-tax income buyers are likely to offer for your business today, and what drivers need improving to grow that value tomorrow.



This Exit Strategy Manual has been issued to

Our Day in Davenport Offer

of \_\_\_\_\_ Expires \_\_\_\_\_



# Who we are. Seasoned professionals who take your business very seriously, and ourselves less so.

**Chris Barnard,** Marigold Resources' founder, is an expert at identifying and connecting successful transition and acquisition partners.

Chris' extensive business development experience serving Fortune 100 companies has served Marigold Resources clients

well since founding the independent midwestern Mergers and Acquisitions (M&A) firm in 2011.

**Thanks to Chris'** decades of incentive travel sales and motivational speaking audience development, his connections to the region's industry leaders are extensive and multi-generational.

As a managing partner at Marigold Resources, Chris leads business development and referral partner relations.

**He is active on** the local Big Brothers Big Sisters board of directors, and supports Boys and Girls Club and the YMCA. He's a leader of the Iowa Racquetball Association's annual Quad City Open.

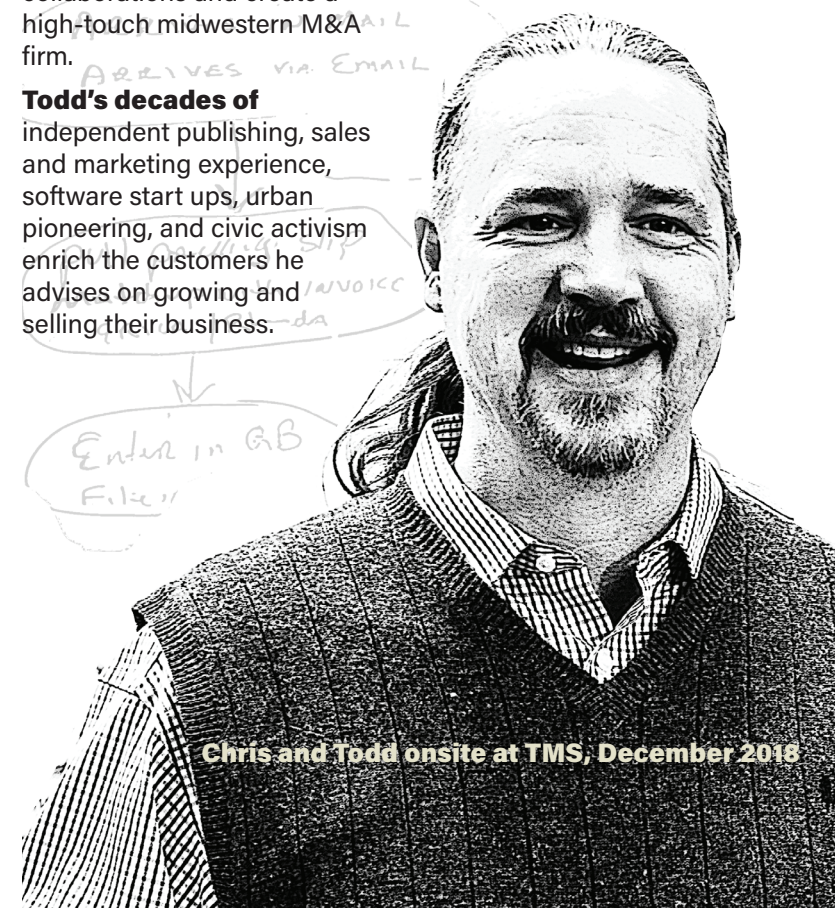
**Chris enjoys making** a difference with the kids he mentors, and helping local start ups get creative. His current obsession is acquiring all the profitable iconic Quad Cities' brands for an exclusive investment lab.

**Todd McGreevy,** Marigold Resources' co-founder, excels at distilling and distributing relevant data that expedites transactions.

Todd was running a pair of media and advertising companies, and a real estate holding company. In 2011, Todd accepted Chris's pitch to leverage their years of prior collaborations and create a high-touch midwestern M&A firm.

**Todd's decades of** independent publishing, sales and marketing experience, software start ups, urban pioneering, and civic activism enrich the customers he advises on growing and selling their business.

As one of the managing partners at Marigold Resources, Todd manages all actionable deal flow including offers, due diligence, and closing requirements. In addition, Todd is proficient at navigating financial records, complex re-casting and working capital formulas.



Chris and Todd onsite at TMS, December 2018

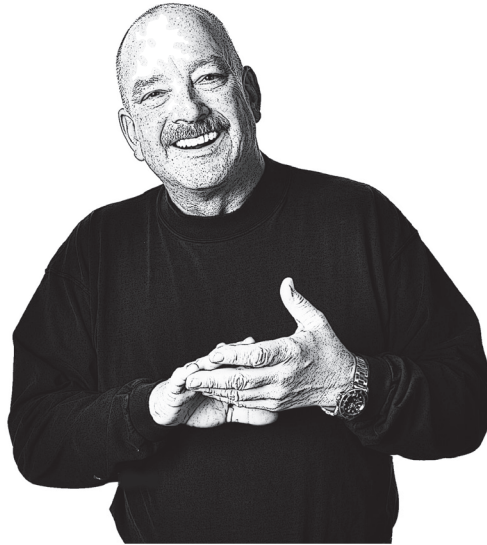
**Todd's been a valuation**

expert witness in federal proceedings, and led several local and state campaigns for public office.

**Avocationally, he's**

exhibited mixed-media art works in galleries and universities, helped found MidCoast Fine Arts and the Figge Art Museum

He enjoys supporting a vibrant local music and art scene and in his spare time raises bonsai trees.



**Larry McDonald**

is a successful businessman with decades of experience in marketing communications, branding and advertising. In his career, Larry has been involved in hundreds of new business/product launches and campaigns. His clients span Fortune 100 companies to virtual lemonade stands. As a hands-on farm manager and conservationist, he provides valuable insight to agribusiness.



**Justin Holstien**

is a film maker who shoots like Clint Eastwood; on time, on budget, then he wins awards. Within a seven minute video profile, Justin can capture the core features of a business and present them in a way that engages, informs and compels buyers.

**John Mack**

is a certified appraiser with clients across the country. John has over 20 years of full-time business valuation experience and provides services including gift tax and estate tax filings, Small Business Administration (SBA) funding, ESOPs, merger/acquisitions, buy/sell agreements, S-corporation election, stock option granting, and management planning purposes.



**Bill Karben**

is a CPA who brings 20 years of tax and accounting services experiences and specializes in taxation of corporations, pass-through entities and individuals in diverse industries. Bill also has extensive experience providing consulting services to clients ranging from accounting procedures, budgeting, forecasting, business transitions, transactions and acquisitions.

**John Crowe, Of Counsel**

As a banker and business broker, John has been directly involved in the valuation, marketing and execution of successful exit strategies of more than a hundred businesses. In the past forty years, John has established what Marigold Resources considers the gold standard of business transfers, to the benefit of both buyers and sellers.



Engaged business owners enjoy the advantage of Marigold Resources' Advisors, all experts in their fields and proven solution providers.



# How we fly. Our business practices

Your business transition will be personally handled by one or both Managing Partners.

We are here for as much or as little as you require. This includes coaching a business to increase its value all the way to a successful exit.

**Our most meaningful** engagements are with business owners who have realistic and achievable exit goals. When a business owner

understands what needs fixing, and our expertise fills those needs, we all strike gold.

Practicing good business in our book includes non-disclosure agreements, an expectation of confidentiality and plain language, signed agreements.

**Your business exit strategy is one of the most important considerations in your life.**

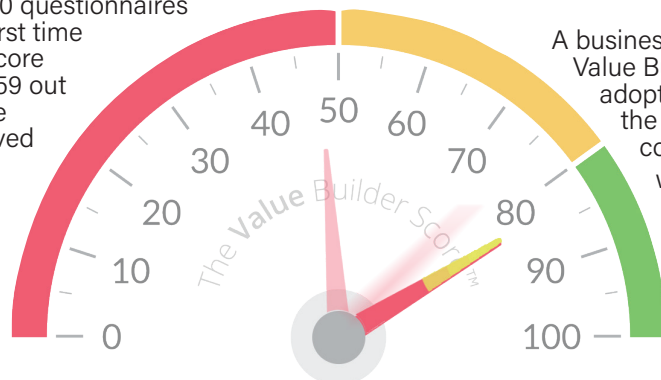
*Getting out of your office and gathering a new perspective*

for one whole day

*is the most important next step to find your exit strategy. Here's a sample flight plan for Our Day in Davenport.*



With over 40,000 questionnaires and counting, first time Value Builder Score takers average 59 out of 100. For those who have received a written offer to sell, **the average price is 3.7 times their pre-tax profits.**



A business improves its Value Builder Score by adopting characteristics of the most successfully sold companies. Businesses with scores of 80 are **likely to receive offers of 6.3 times annual pre-tax profits.**

Golden Parachutist and go symbol are trademarks of Marigold Resources. The Value Builder System and PREscore are trademarks of Built to Sell Inc.

## Afternoon Before

Arrive in Davenport, check in to the Hotel Blackhawk or Current Hotel. They'll be expecting you.

## Evening Before

Dinner with Marigold Resources Managing Partners Chris and Todd. There are 40 plus restaurants near, just let us know your preferences.

## 0900 Hours

Review of Value Builder Score and Estimate of Value

- Eight Key Driver Scores
- 40 Questions to Ask Your Professional Advisor

## 1100 Hours

Scenario Planning

- What Ifs
- Short Buyer List Builder
- Five to 20 Multiplier Rule

## 1200 Hours

Lunch; catered, white table cloth, bistro, your choice.

## 1400 Hours

PREScore: Are you ready for an exit with no regrets? Learn how close you are to a happy and lucrative exit.

## 1500 Hours

Engagement Options  
Action steps and pricing for Marigold Resources to continue building the value of your business.

## At Ease

What's your pleasure? We're connected in the Quad Cities and can provide valuable insight... sporting events, theatre, golf, museums, breweries, distilleries... did we mention golf?

## Upon Completion

You will possess a firm understanding of your business' current and future potential value. You will have an actionable road map to measurably grow that value.

Links to more info at [OurDayInDavenport.com](http://OurDayInDavenport.com)

Since 2016, Marigold Resources has provided successful exit strategies for these businesses.



**PARAMOUNT**  
SIGN & DISPLAY

Attorneys for a business disrupted by a divorce tapped Marigold Resources to discreetly find a buyer for this profitable industrial services business which had only one customer.



With a commitment to Marigold Resources' exit strategy, this industrial service business multiplied its offering price by 250% in just four years.

Marigold Resources re-branded the business, re-tooled the sales process, re-energized their EBITDA, then re-marketed them. Among many offers, the owners chose to sell to a well-established holding company which enjoys the active employment of the former owners and family members.

The new owners continue to engage Marigold Resources in growing their business.

Health issues mandated this sale be conducted quickly and discreetly.

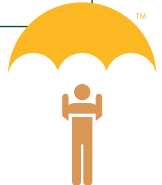
The buyer required a complex financial audit. The seller required the sale to be characterized as a stock sale, not an asset sale.

Marigold Resources' deep bench of experts proved critical in providing a proper legacy.

Over the course of 40 years, this small town construction business built itself into a model of efficiency.

When a publicly traded company desperately needed that expertise, Marigold Resources made certain the owners were treated favorably.

When a private equity group approached this custom machine and tool builder, the owners asked Marigold Resources to be the intermediary. The deal closed in four months.



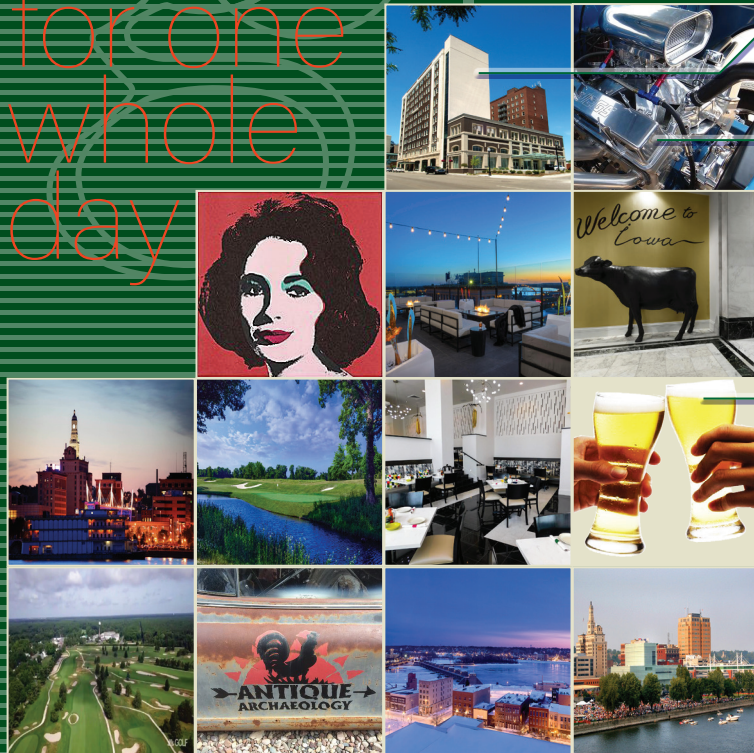
Our Day in Davenport is a fun, revealing way to explore your own business exit strategy.

We're confident you will find the working portion of Our Day in Davenport to be productive and rewarding. As for the pleasure part, there's some pretty good restaurants, cultural events and recreational opportunities, just let us know your preferences or explore online at [OurDayInDavenport.com](http://OurDayInDavenport.com)



Our office address is  
 308 East River Drive  
 Davenport, IA 52801 USA  
 41° 31' 13.085" N  
 90° 34' 38.348" W  
 if you're just dropping in  
 Telephone 563 424 5707  
 Email: [info@MarigoldResources.com](mailto:info@MarigoldResources.com)

for one whole day



**Marigold**  
 RESOURCES .COM

Mississippi River