



### M&A Advisory: Sell Side

Cambridge Partners & Associates M&A advisory group will guide its clients through each step of the sale process, including the following steps:

#### Step 1 - Pre-Market Preparation

Est. Length of time: Days 0-90 / Months 0-3

- Understand seller's personal, business and financial goals
- Collect data about company
- Prepare a detailed business valuation
- Conduct in-depth industry research
- Prepare offering memorandum and marketing materials about company
- Develop marketing plan to sell company
- Identify prospective buyers worldwide

#### Step 2 - Going-to-Market

Est. Length of time: Days 90-180 / Months 3-6

- Market company on a confidential basis
- Secure nondisclosure agreements from prospective buyers
- Schedule and conduct management presentations and site visits
- Secure "qualifying bids" or indications of value from buyers

#### Step 3 - Negotiation

Est. Length of time: Days 180-270 / Months 6-9

- Analyze offers and terms to help client decide upon best offer
- Manage key relationships with buyers
- Assist with negotiations of the Letter of Intent
- Obtain final signed Letter of Intent
- Coordinate the due diligence process
- Assist with negotiations of the purchase and sale agreement

#### Step 4 - Closing

Est. Length of time: Days 270+ / Months 9+

- Work with attorneys to draft the definitive purchase and sale agreement
- Help to resolve any open issues between parties
- Coordinate with seller and buyer on strategic planning issues
- Close the transaction