



## CONSULTING & ADVISORY SERVICES



Partners with:

Consulting services of Santa Barbara Valuations are philosophically targeted toward sellers and start-up companies where we can make a difference in protecting the value of current ownership versus investors or corporate buyers with more sophisticated knowledge and tactics. Just knowing the range for what composes a fair deal can help our clients avoid valuation errors that may cost them hundreds of thousands of dollars, if not millions.

Our presentation products incorporate key valuation principles, angel investor assessments and corporate buyer demands so that we ensure that the most important and value-improving elements are presented. This is where our ability to story-tell in investor or buyer language becomes a key asset and value enhancer for you.

## TRANSFERS

We support the small business DIY seller with a range of service. The one thing that we do not offer is brokerage and the finding of potential buyers, although we can refer trusted colleagues. Our work is targeted toward the 40% of private sales that never go to brokerage. This can be in response to an unsolicited offer, having the seller list the business in trade publications, or a transfer to employees or family.

Step one of the process is a valuation report, which provides a baseline range of values for the business. Step two is to prepare business presentations in a slide show and written report, and step three is to consult within the negotiations when a potential buyer is found. So long as the formal valuation work is completed, we can be engaged for as little or as much follow-on work as desired.

Key to our work being profitable to you however, is to begin work before a formal letter of Intent (LOI) is prepared. With good companies, we find that the value can be improved substantially over the initial offer that comes prior to the LOI. Most of the value of negotiating price, and providing clarity to the deal happens during LOI negotiation. A good LOI also impedes the buyer from reducing price during subsequent due diligence for technical issues.



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### AND MORE!

No consultant would turn down an exciting assignment. Where our skills fit and a project is interesting, we take on advisory and analysis roles in acquiring companies, evaluating future exit plans, preparing feasibility studies for things like ESOP formation, rectifying employee stock compensation disputes, reviewing competitive valuation reports and other projects. Email or call us to see how we may be able to help protect or enhance your equity investment.