

# CASH OUT MOVE ON

## Book Review

**S**elling your business is the biggest financial event of your life. For Baby Boomer owners, specifically, the demographic clock is ticking. Boomer demographics, the Law of Supply and Demand, the state of today's Merger and Acquisition market, and the "Boomer Mindset" constitute the "perfect storm" for Boomer owners. This means that if you and your business are ready to sell, there are opportunities in selling your business now and significant dangers if you delay. **Cash Out Move On** helps you map a clear path from where you are now to where you are going in the future so that you can begin the process of cashing out of your business today and getting top dollar for your life's work.

Written by two experienced Baby Boomers with a track record of leading thousands of business owners and their advisors through the process of getting top dollar for their companies, **Cash Out Move On** strives to answer the million dollar question that keeps Boomer owners up at night – how do we leave our companies for the amount of cash necessary to finance the kind of post-sale life we want (one full of options and opportunities) when there are so many of us and so few buyers?

The goal of this book is not to teach you to write a sale contract or understand the tax and legal intricacies of selling a business; your skills are needed elsewhere. You are the one – and the only one – who can take your company from where it is today, through a successful sale, and to the post-sale life you desire. Of course, there are specific advisors who you should turn to along the way for support and guidance during the process, but **Cash Out Move On** equips you with all of the information and insight you need to begin the journey of selling your business for top dollar.

The organizational structure of **Cash Out Move On** lends itself to the intuitive approach that Boomers should take when preparing to sell their businesses. The book is divided into five phases.

- **Phase One: Setting the Stage.** What do you need to know before you can embark on the sale process? Can you sell now? What do you want and need from a sale? How can advisors maximize your payday? What is your company worth? How much will the IRS take?
- **Phase Two: Creating Intrinsic Value.** What characteristics of a company make it more valuable? How do you prepare a business for sale? How do you prepare yourself for the sale of your company?

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- **Phase Three: Understanding Extrinsic Value.** What factors outside the business increase or decrease the amount others will pay you for your business?
- **Phase Four: Using Promoted Value.** How can the sale process itself increase or promote business value?
- **Phase Five: Adjusting Post-Sale Expectations.** Former owners share their experiences about the sale process. The information they share can help you make more informed decisions on the sale of your company—and your life thereafter.

As a Boomer business owner, you have a lot of living left to do and you want to live well after selling your business. In order to meet your financial and personal goals in the next stage of your life, you need to undertake proper planning today so you can proceed on to the next phase of your life in a fulfilling manner. Delaying the sale of your business may mean missing out on today's favorable M&A cycle and possibly missing the boat on mapping a course to a successful business exit. To begin creating a road map to successfully cash out of your business and move on in style, begin reading ***Cash Out Move On*** today. It will be one of the best business decisions you've made for your company.