

Okeili&co.
Pragmatic Advisors

The Region's Leading Advisor on Family Business

**The Importance of a Sell-Side Advisor in
Optimizing Your Divesture**



August 24, 2011

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Are You Looking To Exit Your Business And Diversify?

There are many reasons why the owners of a business may consider selling a part or fully exiting their stakes. Those can vary based on the sellers' agendas but are normally related, in most of the cases to retirement, illness, partners' dispute, estate planning (absence of a family member successor), poor management, the disability to diversify, the continuous urge of entrepreneurship (a new business idea), or the owner has taken the growth and performance of the business to limits, and needs a much bigger platform for ambitious scaling. In all cases and irrespective of the agendas, the key to a sound divestiture lies in the sellers' approach on when, how and to who they should exit.

The Real Challenge

As strategists believe it remains cheaper to buy a business than build one, the current market conditions cannot be any more supportive of such belief. Today's low interest rates have indeed promoted an attractive set of market characteristics for cash-full buyers. Yet, as a seller, self-handling the divestiture can be very confounding. Armed with buy-side value hunters who master the game in exposing enough risks and liabilities, buyers remain keen about reducing the value of your exit.

What Does A Sell-Side Advisor Offer?

As a seller seeking to optimize the exit value, a sell-side advisor starts early with you in the process, engages comprehensive corporate housekeeping, and ensures your game readiness in order to avoid surprises, and protect value during the sales process. Starting at understanding your motivations and building the foundation for value, the sell-side advisor ensures the below are carried out effectively and efficiently:

- Preparing the house for the game, establishing your preliminary evaluation, and preparing offering memorandum and management presentations;
- Targeting qualified buyers and narrowing the field of candidates;
- Selecting the most qualified partner and engaging up-value negotiations;
- Executing the legal enablers, structuring the deal, and preparing for closing;
- Expediting the closure and facilitating the post-closing challenges;

How Can Okeili & Co. Help?

Our transaction advisory team starts with you at early stages to ensure your preparedness, valorize the offering, safeguard against value compromise, and put strategies in place in order to keep the deal on track and manage the closure and post closure challenges. As we deeply understand the conflicting agendas of buyers and sellers and their underlying dynamics, dancing with us can fairly hedge the sellers' bets against a futile exit.



For more information on Okeili&co Next-Generation advisory efforts, please write us to engage@okeili.com

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