

Strategies for Life's Liquidity (SELL) Process

Entrepreneurs Group
Private Wealth Management



Helping you determine how much liquid wealth you need to live and pursue your goals.

What is SELL?

Simply put, our SELL process helps entrepreneurs and other individuals understand how much liquid wealth they may need, either in general or from a specific exit event, to fulfill their lifetime financial goals. Our objective is to provide you with the confidence necessary for your family to enjoy your wealth free from the fear of outlasting your wealth.

Why we created SELL?

Like most entrepreneurs, when we were founding and selling our own companies in the late 90's, we had no idea how much money we actually needed to secure and fund our lifetime financial aspirations. As is the case with many entrepreneurs we now meet, we too at the time depended on arbitrary figures and rules-of-thumb when we imagined what we would need to live the life we envisioned. We knew there had to be a better way. As a result, we are passionate about providing entrepreneurs the type of advice we couldn't find when we were in their shoes. This led us to utilize our financial planning tools to provide you a comprehensive process to help you determine the amount you will likely need.

How does SELL work?

Your lifetime financial goals are the foundation of our process. We want to understand you and your family's long-term financial goals, ongoing spending desires and your wealth transfer and charitable plans. We input this information into our financial planning tools generating various 'what-if' scenarios. From these scenarios we develop various strategies that we believe give you the highest probability of generating the liquidity you need to pursue your life goals. We review these different scenarios with you to determine which strategy provides you the highest probability of generating the liquidity you need for your life goals.

SELL and multi-generational planning.

We understand the connections between wealth and family. As a result, we match this analysis with a comprehensive wealth plan that considers all of the aspects of your family's financial life. We can help you better understand your personal assets & liabilities, your cash flows, your family's unique benchmark return required to meet your specific financial goals and appropriate strategies to optimize the transfer of your wealth.

Case Study

Our client sought to sell his wholly-owned business after failing to do so previously due to weak market conditions. A few years later when the seller decided to run a new process, his new M&A banker advised that they could sell his business for \$45 – \$50 million. Through our analysis, we determined that our client's lifetime financial goals could be met at a sale price below \$30 million.

The day the final bids from a number of acquirers were due, his industry sector had a sudden negative event that led to all buyers losing interest in proceeding. Fortunately, despite this event, one real buyer came in last minute submitting an offer which was substantially below the banker's targeted price yet above the \$30 million we had determined our client required.

We once again reviewed our analysis with the client and highlighted that this final bid could still allowed him to achieve his personal and financial goals. Wanting to avoid losing a deal a second time, he decided to sell and move forward securing the liquidity he needed to feel confident he could financially achieve his lifetime goals.

Expanded Case Study

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The situation

- In 2007 our client hired an M&A advisor to sell his firm. When the financial crisis struck in 2008, his deal fell apart.
- 2010 client went to market again. His M&A advisor introduced us to help him consider planning which could maximize his proceeds from the sale and help him determine how much he needed to meet his future financial goals and needs.

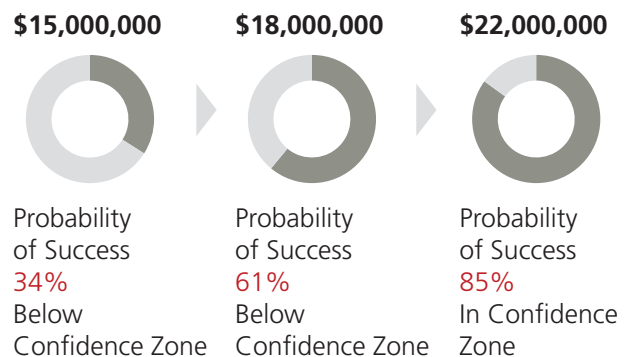
The strategy to help the client

Far in advance of our client engaging his new M&A advisor, we took our client through our SELL Process to determine a target sale price that would provide him a high confidence level that he could fund his lifetime goals. The multi-step components of our SELL Process include:

- We collaborated with our client to consider his future spending assumptions, long-term financial goals, charitable plans and wealth transfer objectives.
- We worked with a team of advisors including his CPA, Trust & Estate attorney and M&A advisor to assess different tax scenarios, trust planning options and potential sale values.

Basic assumptions:

Annual Spending : \$600,000
State of Residence : CA
Planning Age : 90



The outcome

The M&A advisor told our client he could sell the business for \$45 – 50 million. The day of final bids a leading internet company announced they would compete directly against his company. All but one bidder withdrew their offers leading to a price of \$35 million, substantially below the promised range from the M&A advisor.

We once again reviewed our analysis with the client and highlighted that this final bid could still allow him to achieve his personal and financial goals with a high level of confidence. The client accepted the offer. With the proceeds from the sale, our client has been able to pursue his passions of travel and bicycling with the confidence that he has secured the liquidity he needed to pursue his lifetime goals.

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