

Turning Your Life's Work Into Lasting Wealth

Helping entrepreneurs navigate business sales and wealth transitions

Flatiron Partners

UBS Financial Services Inc.





| What we do

Our process is designed to give entrepreneurs clarity on how much liquidity they truly need from a business sale or exit event to help fund their lifetime goals with confidence.

By focusing on what matters most — your financial independence and your family's priorities — we help transform uncertainty into clarity.

Why we created this process

Over the years, we have worked with hundreds of entrepreneurs and business owners navigating liquidity events. In doing so, we've seen both the pitfalls of poor planning and the success stories where preparation made all the difference.

Too often, we've encountered founders relying on arbitrary figures, rules-of-thumb, or incomplete advice when trying to determine what they would truly need to live the life they envisioned.

Our process helps determine exactly how much liquidity an entrepreneur needs from a sale process to help ensure their life goals are met.

Importantly, this approach helps instill confidence during the transaction process – the point is to give the business owner clarity about what price points will help achieve their objectives. We often serve as a critical part of the sales transaction team, helping align financial outcomes with personal and family goals.

And time and again, we are surprised by just how much income and confidence entrepreneurs can generate from the wealth created through their transaction.



How it works

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 strategies that we believe give you the highest probability of generating the liquidity you need to pursue your life goals.

By grounding M&A decisions through rigorous planning and scenario analysis, our gives the entrepreneur confidence in which outcomes can truly provide financial independence — transforming the sale from a leap of faith into a deliberate, goal-driven decision.



Multi-generational planning

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



Case study

The situation

Our client, sought to sell his family-owned manufacturing business after a prior attempt was delayed by unfavorable market conditions. A few years later, when he decided to run a new process, his M&A banker advised that they could sell the 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.

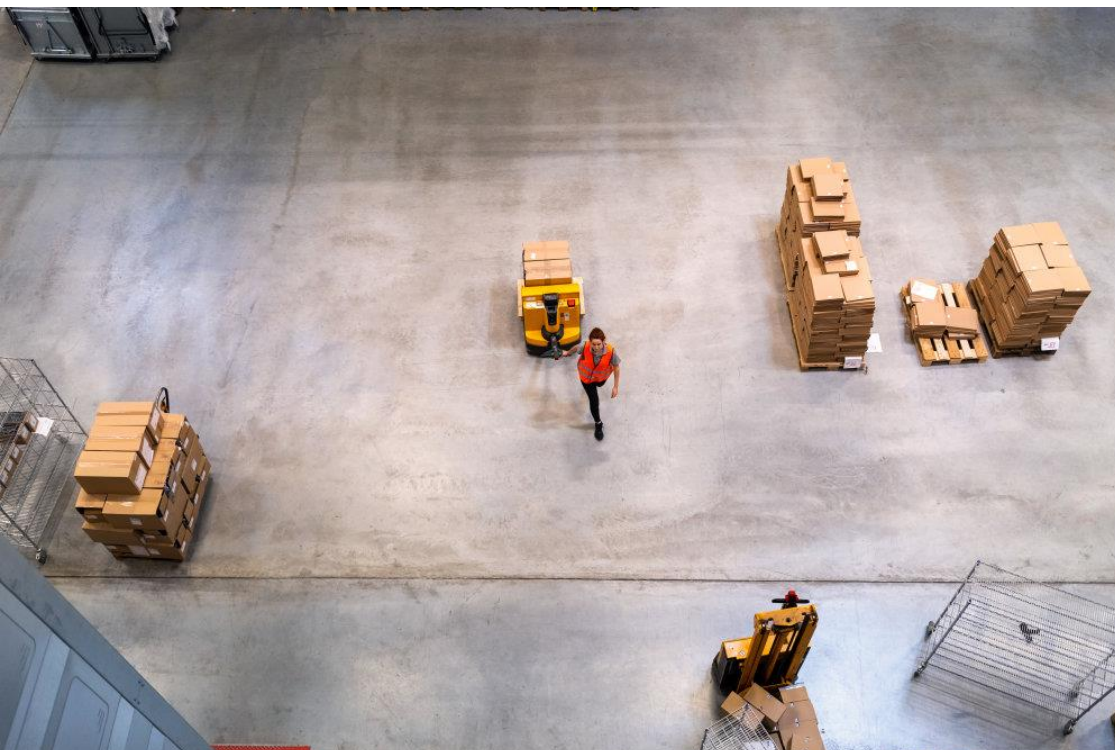
On the day final bids arrived, a sudden downturn in the industrial sector caused some buyers to step back. Fortunately, one serious buyer entered late with an offer well above the \$30 million threshold we had identified as sufficient.

The strategy

We reviewed our analysis with the client and highlighted that—even with market volatility—this bid would allow him to meet both personal and financial goals.

The result

Wanting to avoid the risk of a failed sale, he decided to accept and move forward, securing the liquidity he needed to feel confident about achieving his lifetime goals.



Our method seeks to provide a distinct value to both current and former successful entrepreneurs with whom we collaborate with. This process stems from decades of experience advising and supporting entrepreneurs.

How to get in touch?

Flatiron Partners

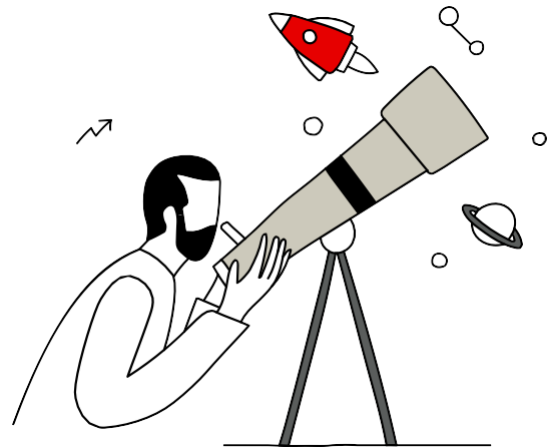
UBS Financial Services Inc.

Private Wealth Management

299 Park Avenue, 26th Floor

New York, NY, 10171

<https://advisors.ubs.com/flatiron/>



The case study presented, based on actual client experiences as told by our Financial Advisors, is provided as an illustration and may not be representative of the experience of other clients. There is no guarantee of the future success of any of the strategies discussed. Each client's circumstances and outcomes may be different.

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