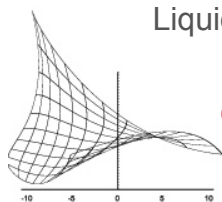


The 'Exit Equation'



Liquidity Needed for Retirement

minus — Current Net Worth

equals —

DISTANCE TO GOAL

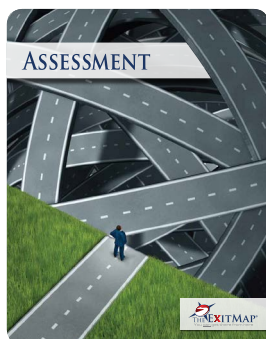
The amount that must be realized from the sale of the business.

For a 12-page overview of your company's exit preparedness,

take our

FREE ExitMap® Assessment

YourExitMap.com



WHO IS YOUR BUYER?

Potential Type of Buyer	Target Pre-Tax Earnings	Typical Multiples Paid
Entrepreneur	Under \$500,000	2.2 - 2.8 times cash flow
Industry (Customers / Competitors)	Margin Dependent	2.0 - 4.0 times cash flow
The Neutral Zone	\$500,000 - \$1 million	?
Professional Investors (PEGs)	\$1.25 - \$5 million	4.7 - 5.3 times EBITDA
Strategic Acquisitons	\$1 million and up	2.5 - 15.0 times EBITDA

John F. Dini



John F. Dini is a business coach, consultant and author of the award-winning books *Hunting in a Farmer's World: Celebrating the Mind of an Entrepreneur*, and *Your Exit Map: Navigating the Boomer Bust*, as well as *11 Things you Absolutely Need to Know about Selling Your Business* (all available on Amazon.com).

John speaks regularly on exit planning topics and publishes a popular biweekly blog on Awakeat2oclock.com. He is widely recognized as one of the nation's leading experts on business ownership, having delivered over 12,000 hours of face-to-face leadership and exit planning advice to entrepreneurs. John holds two business degrees and six additional business certifications. For more information, visit his website at JohnFDini.com.



12015 Radium St., San Antonio, TX 78216

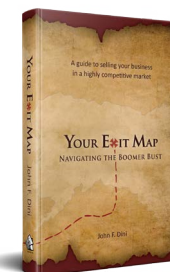
jdini@exitmap.com

210-615-1800

YOUR EXIT MAP

NAVIGATING THE BOOMER BUST

CONTROL THE MOST IMPORTANT FINANCIAL EVENT OF YOUR LIFE



Make the right deal, for the right reason, in YOUR time frame.

An informative look at selling your business in a highly competitive market.

Will your company stand out from the thousands being sold each year?

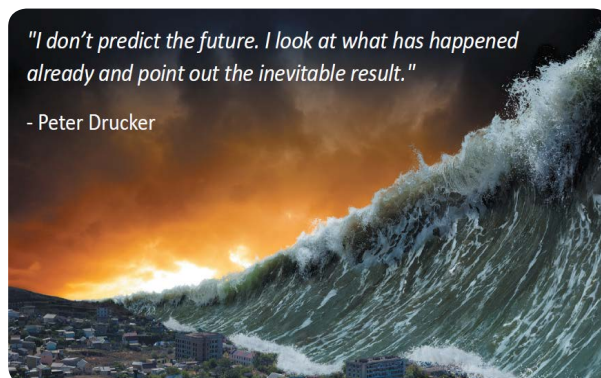
YourExitMap.com

THREE 'STORMS' have converged to create aTsunami of buyer shortages for small business:

SOCIOGRAPHIC: Big business needs and actively seeks to attract new workers.

PSYCHOGRAPHIC: Gen X and Millennials don't want the Boomer's working lifestyle.

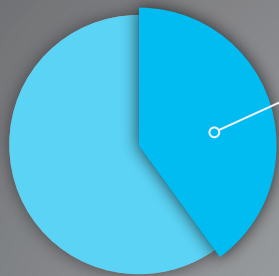
DEMOGRAPHIC: Boomers own almost 2/3 of businesses in the USA, are 2 1/2 times more likely to own a business, and will soon be selling 175,000 business a year.



"I don't predict the future. I look at what has happened already and point out the inevitable result."

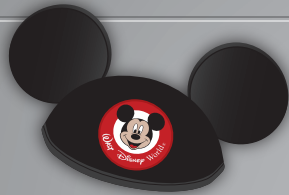
- Peter Drucker

the IMPACT of the BOOMERS



40%

By 1965, 40% of the population was under 21 years old.



WALT DISNEY

opened Disneyland and simultaneously produced *The Mickey Mouse Club* in 1955. By 1958, Disney corporation was selling 25,000 pairs of Mouseketeer Ears daily.



It was only **3 years** from the cancellation of *Leave it to Beaver* until the premier of *Star Trek*.

July 21, 1969

Neil Armstrong walked on the moon. It had only been four years since the first Gemini orbital mission.



In 1982, Jane Fonda released her first video. **WORKOUT** Boomers in their 40's led a fitness movement that made sneaker manufacturers billionaires.



Over 25% of Boomers attended college; four times the rate of the WWII generation.



THE BEATLES

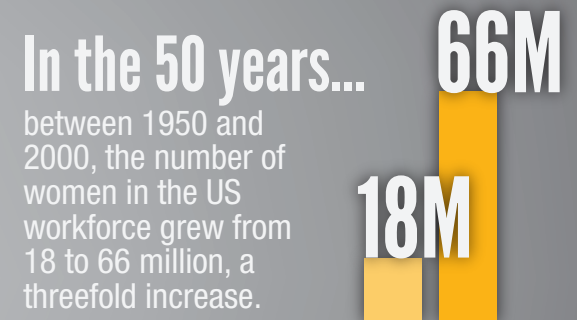
1963 Boomer teens discovered The Beatles, and kicked off the "British Invasion." (The Rolling Stones, The Who, Led Zeppelin, Cream, The Kinks)

3 DAYS of PEACE & MUSIC

Five years from The Beatles' debut on *The Ed Sullivan Show*, Woodstock drew **500,000 Boomers** for "Three days of Peace and Music."



1980's Boomers outsourced chores, increasing their capacity to earn income. The US became a "service economy."



Baby Boomers have an estimated \$17 trillion in assets, equal to 1 year of US GDP. Their Medicare bills in retirement are currently estimated at \$55 trillion.

In 1984, Chrysler Motor Corporation introduced the minivan, with cup holders for Boomer families who consumed meals in their cars.

