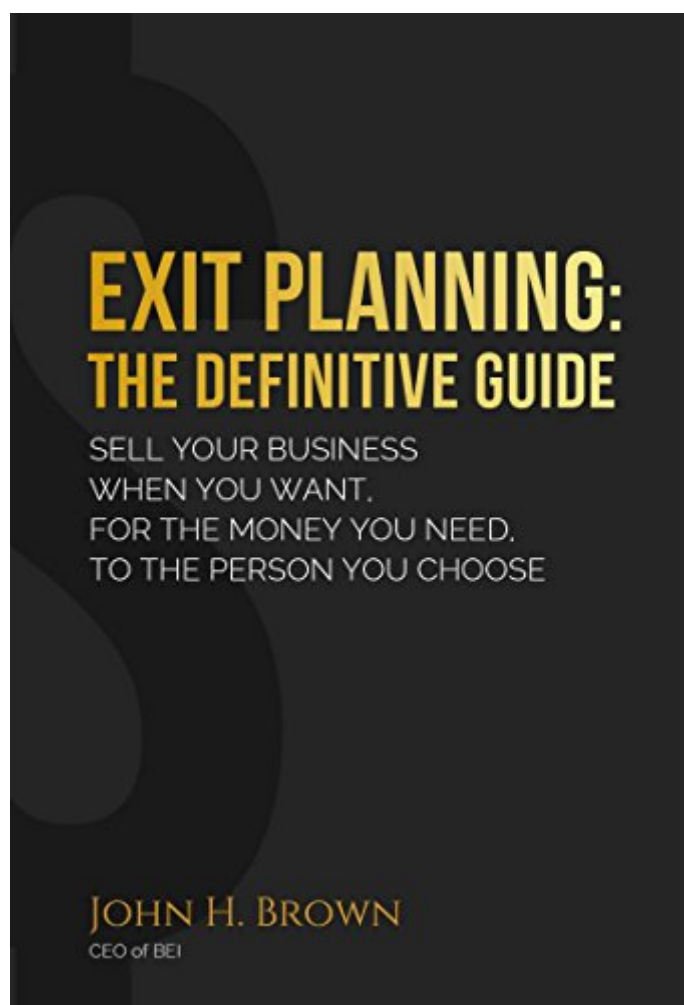


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# Exit Planning: The Definitive Guide



## Synopsis

Leaving your business is the most significant financial transaction of your life, and nothing has greater financial and emotional consequences. The future quality of your life depends upon how well you manage your exit process. The Definitive Guide lays out the steps you must take to achieve all of your dreams and aspirations as you exit your business. Author John Brown shares the stories, tested process and exit planning roadmap that is the compilation of wisdom from hundreds of exit planning advisors across North America. These advisors, and John Brown's company, BEI, create thousands of owner exit plans every year. In The Definitive Guide, you will learn: How and why to set actionable exit goals How your role as owner must change if your business is to attract buyers How your business and its management team steps up to next-level operational excellence How to assign responsibility and set the deadlines necessary to complete your exit journey successfully Which nine important value drivers deliver the value buyers pay top dollar for How to avoid the common traps that can prevent you from creating an exit plan, interrupt your progress and destroy the ability to leave your business and achieve financial security. How to choose which exit path is best for you, your family and your business. Armed with unbiased lists of benefits and challenges, compare four possible exit paths: A sale to insiders (management team or co-owners) A transfer to children A third-party sale A sale to an Employee Stock Ownership Plan

**LET BROWN AND THE DEFINITIVE GUIDE BE YOUR COMPANIONS AS YOU UNDERTAKE THE BIGGEST FINANCIAL EVENT OF YOUR LIFE.** John H. Brown is the CEO of Business Enterprise Institute, the oldest and largest provider of Exit Planning education to owners and advisors in North America. With over 225,000 copies in print, John's first book, *How To Run Your Business So You Can Leave It In Style*, is the best-selling exit-planning book of all time. John is an accomplished speaker and expert commentator on exit planning issues.

## Book Information

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## Customer Reviews

This book woke me up. With a 10-15 year horizon, the options are wide open for cashing in on your business. Going through the steps in this book will make sure that you are not working at the hardware store to put your kid through college after you sell. My partners and I are going through the steps and it has already changed our thinking about everything we do. We discovered this process with the help of a banking advisor who was schooled by the BEI and are engaging his services to guide us. I have read many management books, but consider them to mostly cover ways to address the income statement. This book is about your balance sheet and how to maximize value.

This is a terrific primer in how to plan the sale of your business. Great detail and step-by-step instructions in how to think about your business as you get it ready to sell, as you decide to whom to sell it, and as you move through the process of selling it. Read it now, especially if you ever plan to sell.

Well developed logic and action recommended. Plan to use content of book as basis for inviting 10 clients to monthly meetings to review and discuss of exit planning.

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