



# From Seeds to Private Reserve

Comprehensive Business Exit  
Services for Deserving  
Entrepreneurs

  
**ORION**  
**CAPITAL GROUP**

Exit Planning • Business Brokerage • M&A Advisory Services  
Valuations • Growth Capital

# The Facts

**Approximately \$10 trillion in wealth, much of it held in privately-owned businesses, is expected to be transferred as Baby Boomers retire.**

*As the market becomes flooded with attractive businesses, how can you be sure that yours will stand out?*

**Business owners who are forced to sell when unexpected situations occur (such as health issues, death, divorce, or the need for liquidity) are faced with 25-30% valuation discounts.**

*Do you have a plan in place to exit on your own terms, or will the unexpected control you?*

**Nearly 45% of business owners indicated that a lack of knowledge about the business selling process and the options available were the primary reason they didn't have a formal exit plan.**

*Are you aware of the steps necessary to implement an exit plan? If you're ready to sell, do you know how to begin the sales process in a manner designed to obtain maximum value for your company in the shortest amount of time?*

# Our Private Label

Orion Capital Group offers the perfect blend of advice and expertise for business owners planning or executing the sale of their business.

Our portfolio of services is presently offered to business owners of companies with revenues between \$3 and \$75 million in annual revenue. We serve the niche between business brokers that focus on selling “main street” businesses to local individual investors and true investment banks that focus on deals valued over \$100 million.

Whether you need help implementing a plan for your eventual exit or you are ready to sell now, Orion Capital Group is ready to serve you with the highest class of service among M&A advisory firms.

*Orion Capital Group: Distinctive service, and a Refined Experience for Clients with Discriminating Taste.*

## *Services*

- Sell-Side M&A Advisory Services for Sellers
- Buy-Side Services for Corporations, Private Investors and Private Equity Groups
- Exit Planning
- Business Valuations
- Growth Capital



# The Ripening Process

## Exit Planning Services

Exit planning is an under-utilized planning process that comprehensively addresses how business owners leave their business both voluntarily and involuntarily. There are many resources and options available to plan an exit, but as a business owner you may find that managing your business leaves little time for long-term strategic planning.

## Ask yourself these questions...

- What would happen to my business if I couldn't run it anymore?
- What would happen to my family? Would they know what to do?
- What would happen to your employees?
- To whom do I want to sell or transfer my business?
- What is the most tax efficient way to do it?

## Deciding When to Harvest

The key to obtaining the highest value for your business is to sell when your company is in a strong position, but getting to that point can involve extensive pre-sale planning. Orion Capital Group's comprehensive exit planning services prepare your business by strengthening it in the key areas where value is typically lost. This process can begin anywhere from several months to several years before the sale, and emphasis is placed on eliminating

shortcomings that would result in lower valuations and fortifying areas that will command premium prices.



# At Your Service

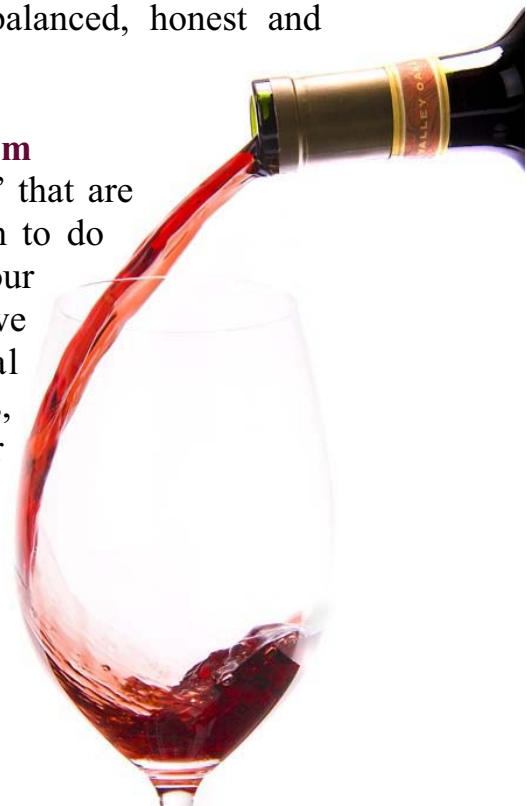
Just as you count on a sommelier for knowledge of wine, you can count on Orion Capital Group for its profound M&A experience and expansive industry contacts. We search tirelessly to find strategic buyers and maintain working relationships with private equity groups to get your deal closed, no matter how complex or unique the transaction. Selling your company can be similar to choosing a wine: without the proper help, you won't know what to expect.

## **Enjoy the Right Blend of Expertise...**

Your intermediary needs to have the perfect blend of experience, tenacity, and connections. Our principals are uniquely qualified with experience as investment bankers, business owners, private equity portfolio company managers, and corporate M&A specialists. Our knowledge, combined with our emphasis on exceptional customer service means that you can rely on us to be balanced, honest and committed to your deal.

## **The Right Firm to Lead Your Team**

Unlike smaller “investment banks” that are really financial advisors and claim to do M&A, our only focus is to sell your middle-market business. While we interface with your financial planners, and legal and tax advisors, our expertise is in grooming your company for a successful sale and undertaking the sales process. Our unbiased perspective allows you to gain the most value in the most strategic, cost-effective manner.



# Twists & Turns



In every deal, the landscape constantly changes as the parties negotiate terms and react to market forces. Surprises, combined with quickly-evolving terms, can prevent the transaction from closing if the seller is not represented by an experienced intermediary.

## **Count on Orion Capital Group's Experience**

We know where problems typically occur, and help clients plan in advance to avoid surprises. When the unexpected occurs, we move swiftly to avert potential disasters and to keep the transaction on track.

## **How Will You Maximize The Chances of a Sale?**

Experienced professionals uniformly agree: Time and Surprises are the two biggest causes of failed transactions. The longer the negotiations and due diligence phases take, the less likely you are to close or maintain a high value. Orion Capital Group works tirelessly to ensure that surprises are minimized and that the transaction is run in an effective, yet expeditious manner.

Just like wine must be enjoyed shortly after it is opened, once a company is on the market, the deal must be closed quickly. Wine merely oxidizes with time, but deals fail.

# Time to Enjoy!

Our work is not done until you are ready to enjoy the results from your late nights and hard work. From years of our own experience, we know building a business and even selling your business is hard work. You deserve the benefits of your efforts.

Whether your future includes retirement, starting a new company, purchasing another company, or becoming an investor, Orion Capital Group is here to help transition and guide you into your next phase of life. Our network of financial planners, financiers, and private equity groups are eager to work with you to provide you the service that you require.

With Orion Capital Group, you can sit back, relax and enjoy your success.

Cheers!

**Orion Capital Group**

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