

## A Fourth Generation Family-Owned Firm

### Investment Bankers Advising Family and Closely Held Businesses

As part of a nearly 100 year old family-owned business, we understand that the decision to sell your business is never an easy one. The process can produce a great deal of uncertainty and apprehension. For owners, it is often the most important financial decision of their life.

That's why family business owners need a trusted and experienced partner to help guide them. Carl Marks Securities team of investment bankers and consulting professionals has deep experience with these life changing transactions and a long track record of success helping family businesses through successful transitions.

#### Key Considerations

### When Deciding to Sell Your Business

In today's rapidly changing environment, many business owners are facing critical junctures with their companies, including:

- Business owner is nearing retirement age
- Receipt of an unsolicited offer for the company
- Upcoming requirement of a large capital investment (new equipment, real estate, technology, etc.)
- Succession issues (e.g., children not involved in the family business or capital needed to effectuate a succession plan)
- Recent changes in owner's health or marital status
- News of a transaction involving a major competitor, customer or vendor
- Regulatory issues from recent changes or enforcement

If your business is facing these or similar issues, please give us a call and we can think through solutions together. Learn what your business is worth and the options that are available to you.

## Sales Process and Timeline *6–8 Months*



# The Right Choice When Selling Your Family Business

Selling a family-owned or closely held business is a complex process requiring a unique set of skills. With Carl Marks Securities on your side, we quickly cut through the clutter of rapidly changing, complex issues to identify and execute the best solution. From facilitating clear and open lines of communication to ensuring that each aspect of a sale meets your needs and exceeds your expectations, **we are with you every step of the way.**

## Expertise

Our team at Carl Marks Securities has *decades of experience* advising family businesses on solutions that deliver positive results for each member of the family. We are adept at addressing the *individualized needs* and unique issues of each business in order to execute successful sales.

## Partner Level Attention

The Principals of Carl Marks Securities provide high-touch service, quarterbacking the sale transaction from sale preparation to closing. Unlike many other firms, there is no “Bait and Switch.” We bring *partner-level attention* to each aspect of the deal and guide the seller throughout the entire sale process.

## Wall Street and “Street” Smarts

The Carl Marks Securities team *combines* the skill set of bankers from *top Wall Street firms* with the street smarts and practical experience of partners who have owned, operated, financed and sold their own business. We are *pragmatic, with a roll-up-our-sleeves approach*, bringing real world experience in closing transactions.

## Creative Solutions to Complex Problems

We bring a *sophisticated and creative perspective* to companies that fly under the radar of the bulge bracket investment banking firms. We take pride in *developing innovation solutions* to unlock value in complex situations.

## Integration of Our Investment Banking and Consulting Services

Our operational consultants can leverage their insights to improve a company's performance before our bankers go to market. The result is a *higher bottom line and increased value* for sale.

For more information, please get in touch:

Warren H. Feder  
212.909.8459  
wfeder@carlmarks.com

Jon Bushnell  
908.399.2306  
jbushnell@carlmarks.com

## Our Experience: Successful Family Business Sales



The utility industry has been evolving and increasingly outsourcing more business services. Our client founded a company to meet that growing demand which grew to over 175 employees and was ready for the next phase of expansion. Carl Marks Securities found the right partner to help manage and fund that growth by **providing growth capital and a substantial payout at close.**

*“With guidance from Carl Marks Securities, we now have exactly the right partner to achieve our vision and meet our growth objectives as we move into larger markets and additional service offerings.”*

—Steve Townsend, CEO and Owner, PowerTown Line Construction



The founder of a successful commercial bakery was ready to exit the business, while the remaining two owners wanted continued ownership and growth. Carl Marks Securities crafted **a solution that satisfied all three owners** through the sale to a large strategic food producer.

*“Carl Marks Securities helped us get the highest price for our business while convincing a strategic buyer to think like a private equity firm so that my partner and I could participate in the future growth of the company.”*

—Marc Essinfeld, CEO and Owner of Tribeca Oven

INDUSTRIAL COLOR BRANDS

The owner of a graphic design shop grew the business into a full-fledged creative production company and software service provider to blue-chip clients. Carl Marks Securities helped the owner with **a solution that provided liquidity at closing and brought on a partner to support growth.**

*“I had virtually all of my wealth tied up in my business and Carl Marks Securities helped me take a substantial amount off the table while finding a partner to help with the next phase of my company's growth.”*

—Steve Kalalian, CEO and Owner of Industrial Color Brands

*Testimonials may not be representative of the experience of other clients and are no guarantee of future success or performance.*