



BENJAMIN F. EDWARDS® & CO.  
INVESTMENTS for GENERATIONS®

## Investment Banking

*Selling Middle-Market Companies*

Assisting on Targeted Acquisitions  
Independent Advisory Services to Business Owners



Summer 2018

# What Do Benjamin F. Edwards Investment Bankers Do To Sell a Business?

*We provide critical expertise and key services that generally increase the sale price for a business and allow the owner to focus on managing the business.*

**Selling a business is both an art and a science.**

It is as much about personalities as it is about numbers. It is also a process that often takes many circular routes to complete. It involves time-consuming and tedious work, and requires high-level strategy and complex negotiations. It involves managing diverse expectations, and many ups and downs along the way. To successfully sell a business an investment banker must be strategic, experienced, focused and tenacious.

To successfully represent a company for sale, our investment bankers provide the following services:

### **VALUATION**

Establish a realistic valuation expectation for the seller and review the typical terms that might be anticipated for the specific transaction.

### **MARKETING MATERIALS**

Prepare marketing materials, which include a summary of the business and a confidential memorandum containing extensive information on all aspects of the business.

### **POTENTIAL BUYERS**

Develop and construct an astute and broad selection of potential buyers. Contact, communicate, and negotiate with potential buyers (this is the “meat” of the deal and involves time-consuming and detailed activities).

### **TRANSACTION TERMS**

Negotiate transaction terms with potential buyers to maximize value.

### **DUE DILIGENCE**

Manage the due diligence process required by potential buyers.

### **AGREEMENT**

Negotiate and manage the agreement, and coordinate with attorneys and accountants to close the transaction.

### **OBJECTIVITY, GUIDANCE, INDEPENDENCE AND PERSPECTIVE**

Provide ongoing objectivity, independent guidance and perspective throughout the process.

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*Benjamin F. Edwards & Co.'s Investment Banking team specializes in selling middle-market companies.*

### **Investment Banking Team**

Douglas Rubenstein - [douglas.rubenstein@benjaminfedwards.com](mailto:douglas.rubenstein@benjaminfedwards.com) | 314-480-1010

Shelby Schagrin - [shelby.schagrin@benjaminfedwards.com](mailto:shelby.schagrin@benjaminfedwards.com) | 314-480-1032

Kevin Sullivan - [kevin.sullivan@benjaminfedwards.com](mailto:kevin.sullivan@benjaminfedwards.com) | 314-480-1043

Philip Metzger, CFA® - [philip.metzger@benjaminfedwards.com](mailto:philip.metzger@benjaminfedwards.com) | 314-480-1014

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