

# BENJAMIN F. EDWARDS & CO. INVESTMENT BANKING

*Mergers and Acquisitions  
Advisors to Business Owners*



## 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.



BENJAMIN F. EDWARDS® & Co.  
INVESTMENTS for GENERATIONS™

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

### Investment Banking Managing Directors

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### Connect With Us

