



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

### Business Owners:

## Do You Know the Value of Your Business?

*“Valuation is a powerful benchmarking tool that serves to measure ownership’s personal, business, and financial objectives. It will validate the possible and identify the impossible.” FMV Opinions, Inc.*

**Knowing the value of your business and knowing the drivers of value are critical to every business owner.**

While business owners think they know the value of their business, many either underestimate or overestimate the market value. According to a study by MassMutual, a typical business owner misjudged the value of their company by 59%.

In addition, the greatest hurdle to deal completion is the seller’s value expectations, according to Pepperdine University, 2014 Capital Markets Report. While many business owners do not know what their business is worth, they should.

Knowing the value of the business and knowing the factors that determine value are critical when

considering the sale of a business. The transition of a business represents one of the single most important financial decisions an owner will ever make.

There are many elements that determine market value. It is wise to consult with outside experts such as an investment banker, accountant and attorney.

The Investment Banking team at Benjamin F. Edwards & Co. is available to assist you. We are client focused and work with middle-market business owners to successfully sell their businesses.

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

#### Investment Banking Team

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