

How M&A Intermediaries Representing the Seller Affect the Buyer

M&A intermediaries typically have many years of experience in evaluating buyer intent. Thus, they are able to quickly ascertain whether business buyers are serious or not. In contrast, a seller who is not using a M&A intermediary, sometimes referred to as a broker by the layman, may invest considerable time in courting each buyer who turns out not to be serious or qualified.

Once potential buyers have been found, the M&A intermediary also have the ability to convert interest in buying a business into an actual sale. Great M&A intermediaries know how to create competition among multiple possible buyers in a way that moves the sale of a business along and successfully raise the ultimate sales price. When buyers make an offer, the M&A intermediary can interpret the offer and even suggest changes to an offer that make it more likely for the business sale to occur.

M&A intermediaries additionally alleviate the problems associated with the fact that buyers and sellers generally don't trust each other. If a buyer gets upset as a deal tilts in your favor, you want the buyer to be upset at the M&A guy and not you, the seller. The M&A intermediary can serve as a middleman to interpret communications and lead the buyer whenever possible.

Finally, the M&A intermediary understands all the minutiae required to close a business sale transaction. Typically, a buyer and seller may not understand all the nuances of getting the deal to closure, so it's ideal to have an experienced M&A intermediary involved who can facilitate and expedite the process.

About The Merger Expert

The Merger Expert is a **full-time, Sell-Side Merger & Acquisitions firm exclusively**. Headquartered in Portland, Oregon, The Merger Expert represents owners of businesses with **\$3-\$40 million in revenue** range. Its founder, Michael Crawford has over 41,000 hours of merger & acquisition experience. Bruce brings over 69,000 hours experience within the consumer products manufacturing industry for three FORTUNE 500 companies. His M&A experience includes actively participating on the successful acquisition team at BLOUNT International for 14 years.

Expertise:

- Document Preparation.
- Strategic Marketing.
- Multiple Offers-Representing Owners.
- Negotiation.
- Due Diligence.
- Closing Document-Exhibit Preparation.
- Transaction Closure.

***"We don't just get multiple offers, we get you
THE MAXIMUM PRICE"***



Merger & Acquisitions since 1983
Sell-Side Exclusively

The Merger Expert partners offer a no charge confidential interview to inform business leaders about the process and pitfalls of selling their business. We believe you should be making an informed decision about what is usually your largest asset, *Your* Company. Get the information and advice you need to start from an industry trusted resource. Learn why using The Merger Expert team makes a significant difference in the selling price.

Schedule now, the first step, to discuss your MOREsm Plan by calling (503) 516-2484.

When you are ready to sell your business, I highly recommend The Merger Expert to get the job done for you.” -- David A. Miller