



Merger & Acquisitions since 1983

(503) 516-2484

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West Linn, OR 97068

If you don't have a selling system of your own when you are face-to-face with a buyer, you will unknowingly default to his system. -David Sandler

THE MERGER EXPERT (see us at www.TheMergerExpert.com) (503) 516-2484 P.O. BOX 227 West Linn, OR 97068 is focused **ONLY** on merger and acquisitions (M&A). We welcome the opportunity to answer your questions; regarding issues you will face during the sale of your company.

Two Common Seller Questions

Is My Company Large Enough to Engage an M&A firm?

There are several options when making and evaluating a resource to sell your company. *So, how do you know if you have not made a questionable decision?* The type of advisor and expertise required depends on the size of your company. Each is uniquely qualified to serve clients based on size.

Advisors Title & Expertise	Revenue
Investment Banker	\$50m to \$1B
M&A Firm THE MERGER EXPERT: (503) 516-2484	\$3m to \$40m
Consultant	\$1m to \$3m
Business Broker	\$50K to \$1m
Craig's List	\$0 to \$50K

Having 41,000+ hours of Sell-Side experience, THE MERGER EXPERT is the best choice to make when selling your greatest asset, YOUR Company. DO NOT make the mistake of turning the sale of your company over to someone who's expertise and core function is NOT purely focused on M&A, as noted in point number 4 below under: **How Do I Choose the Best M&A Firm?**

How Do I Choose the Best M&A Firm?

1. CALL THE EXPERT
 - Call the industry trusted resource since 1983 at (503) 516-2484
 - Find us on the web at www.TheMergerExpert.com
 - Benefit from an M&A firm which represents sellers only
 - Talk with the professionals whose focus is \$3-40 million in revenue
 - Compare the expert with 41,000 hours against all others
2. RESEARCH-As in "Google it"
 - Go to www.LinkedIn.com, click on Advanced in the upper right corner of the screen next to People Search, under Keywords: enter "merger", under Postal Code: enter "97201", click on Search.
3. ASK MY ADVISORS:
 - Attorney, CPA's and Wealth Management
4. INTERVIEW:
 - The right expertise based on the size of your company as noted, see question above
 - Have the buyer(s) fully answer your questions and address your issues

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

5. ELIMINATE:

- Consultants who profess to do M&A
- Industry specific M&A firms
- An M&A firm that also does buy side transactions
- An M&A firm that also does consulting
- One-man M&A firms

6. EXPECT:

- To pay a retainer
- To sign an exclusive engagement agreement

You should know several factors are starting to point towards a more active capital raising and M&A market in the coming two years that will send overall deal flow higher. Several trends that will impact the market are:

- A. The first of the baby boomers are turning 65 this year
- B. 48% of sellers indicate retirement is the number one reason for selling their company
- C. Waiting for the golden era of 2005-2007 may never return. Current economic conditions are likely to be “good enough” to sell their company-*Origination Insights-May 2011*

About The Merger Expert

The Merger Expert is a merger & acquisition 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.

Expertise:

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

The Merger Expert partners offer a no charge confidential session 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.

“Michael's expertise allowed me to continue running and growing my business while he was finding and negotiating with potential buyers (note: plural). His deep understanding of business showed the buyers the value of the business.”

-- Marianne Cursetjee

Schedule now, the first step, to discuss your MOREsm Plan by calling (503) 516-2484. For more information about The Merger Expert...visit: www.TheMergerExpert.com

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