

Up Front Fees... If you are like many business owners you dislike paying professional fees that do not deliver the end result. It is not uncommon for our clients to have paid sums up to \$50,000 for business broker pitch books that never delivered results. At First Mergers Group, we charge no retainer, no up-front fees, and no expense reimbursement. We cover all our expenses and put our skin in the game along-side our owner clients. ***Simply we get paid when our clients get paid.***

As for the pitch books, unfortunately they are now use to us. They are not read by the buyers since they mostly consist of boiler plate information that does not provide the compelling facts about a business that makes it an attractive acquisition. They also contain confidential information that we do not share with the buyer until a Letter of Intent is reached.

At First Mergers Group, we spend a great deal of time on preparing a memorandum that outlines the business and is tailored to the acquirer. Properly presenting a company to an investor based on their acquisition criteria is crucial to developing their interest and generating an offer. Equally important is the development of a management presentation. The management presentation and the business memorandum should have matching themes that emphasizes the strengths of the business. When a buyer loses confidence in the story, it takes a significant amount of time to work through the issues and momentum is lost, which can threaten deal pricing and terms.

We prepare a memorandum for each individual acquirer that is customized to meet their specific expectations. The information is presented in a confidential format to protect sensitive information including customer data and employee information. Embedded in the memorandum is a summary of our proprietary model that is part of our proven systemized process to position a company to receive the best possible valuation.

Our memorandums are a high level summary of the business designed to get the buyer to take the next step in the acquisition process—the management presentation.

Failing to properly prepare the company for delivery of management presentations can sidetrack, sideline or worse yet crater a potential transaction. The first goal of the management presentation is to cement the chemistry between the buyer and seller. This chemistry can exist throughout the acquisition process when a professional intermediary is quarterbacking the process and can be key to getting a “good deal” completed. This is why super athletes, actors, individuals and companies hire professionals to negotiate important agreements.

Equally important to cementing the chemistry is ensuring the management presentation is tailored to meet the acquisition criteria of the buyer while highlighting the strengths of seller. We have participated in hundreds of successful management presentations and know what it takes to properly present a company.

Properly presenting a company for sale and navigating a company through the Letter of Intent, Due Diligence and Purchase Agreement process is a substantial time and expense commitment. That is why, we spend a great deal of time with our clients ensuring that their businesses are positioned for sale properly, the buyers are properly qualified and transactions close. As a boutique M&A firm we have an enviable success rate. We only take on 6 to 10 clients a year and every year we close 6 to 10 deals. We have a track record dating back to 1996 with this formula without earning our fees by producing pitch books that sit on business owner’s shelves.