

SecondLook[™]

for

Joe Smith

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SRG SecondLook[™]

Succession Resource Group works with independent RIAs, IBD advisors, accountants, and insurance agents, and through our decades of experience, we have seen numerous deals and offers – some good, some not so good. We have also assisted both buyers and sellers, jointly and independently as an advocate, to facilitate the sale of a business.

SRG aggregates our deal data, from deals we worked on as well as deal data provided by numerous other industry sources, to publish an annual press release and presentation sharing the industry's most current deal terms and valuation multiples. It is this database of transactions, combined with current offers we are reviewing, that allows SRG to provide you insights regarding your offer as compared to the best and worst offers being presented to sellers today.

At your request, SRG has reviewed the details of the offer letter you received and shared our findings with our organization. After a careful review of your offer, SRG is providing our summary of the overall quality of the offer, as well as a more detailed analysis of key categories that should be addressed.





PRO TIP:

2019 Average down payment was 81%



How SRG Can Help

Seller Advocacy Program

SRG will help ensure you have the opportunity to evaluate the entire field of potential buyers to ensure that your clients have the optimal successor, and with SRG's experience and data, we will help screen these buyers based on your criteria as well as negotiate with the most qualified individuals. Allowing SRG to handle this screening and negotiations ensures the process remains objective and that your relationship with the buyer is not damaged by you negotiating directly. There is no fee to list with SRG. We can help ensure that any existing buyers you're talking to, as well as new candidates SRG will bring, are qualified and that you find the best fit and obtain the best financial package and best terms – no strings attached.

Learn more: https://www.successionresource.com/seller-advocacy/

Turnkey Deal/Merger Support

If you decide that this offer is the offer you have been looking for, we can further help you see it to completion through our Turnkey Deal Support service. For a simple flat-fee, our team of experts will work with buyer and seller as a team, using a non-advocacy approach, to help you consider all components of the deal. We will provide detail cash flow analysis showing the before and after tax result, as well as all of the contracts you need to make the deal work!

Learn more (Turnkey Deal Support): https://www.successionresource.com/deal-support/

Learn more (Advisor Merger Support): https://www.successionresource.com/advisor-merger-support/

Valuation

Our valuation is based on real comparable sales data giving you the value of your business based on peer comparable sales data. A valuation can help you analyze the value of your company and further help you determine if you are receiving a fair offer.

Learn more:

https://www.successionresource.com/facmavaluation/



LendingWell is an online lender/financing matching tool designed specifically for RIAs, Registered Representatives, CPAs, and insurance agents to match a user with the optimal lender(s) for their financing needs, including merger & acquisitions, succession financing, working capital, refinancing existing debt, start-up and recruiting loans, and capital for commercial real estate.

Why is lending important?

It is important for you to understand the financing options available to your potential buyer(s) so you can help ensure they are leveraging all available resources to get you the best deal possible with the least amount of risk.



Did you know?

"Behind the Average Deal In Percentages"



Visit LendingWell Website

LendingWell | <u>https://www.lending-well.com</u> | (503) 404-3398

Exhibit A

Offer Letter Submitted for the SRG SecondLook™