

# See How The Masterclass Delivers Value Each Step of the Way



## Let's Break Down The Deal Process Into 5 Key Steps



### Deal Sourcing & Evaluation

Sourcing high quality deal flow & evaluating best deal opportunities to pursue.



### Preliminary Negotiations

Creating Indication of Interest (IOI) and Letter of Intent (LOI). Guiding discussions with sellers.



### Due Diligence

Deep financial & operational analysis. Manage 3rd party vendors in specialty areas (Lawyer, CPA, etc.).



### Transaction Completion

Finalize negotiations. Deal structuring and capital raising.



### Post-Close Growth Planning

What operational levers will grow the business? How can we maximize ROI/IRR?



## Deal Sourcing & Evaluation

### Do-It-Yourself

- New to this process
- Speaking to 5- 10 brokers
- 1-5 deals per month (**<60 deals per year is not enough**)
- Refining deal criteria
- Dealing with inaccuracy in information and feeling like time is wasted looking at bad deals

### Do It With Guardian

- Huge database of deal sources: 160+ deal listing sites, 1,800+ brokers, 2,200+ lower middle marketing investment bankers, and 150+ private bankers a wealth managers with proprietary deal flow
- Biggest driver of success in this process is looking at more deals
- Review 20 – 50 deals per month (240+ per year)
- **Confidence you're seeing the best deals on the market (not just the duds)**

# See How The Masterclass Delivers Value Each Step of the Way



## Preliminary Negotiations

### Do-It-Yourself

- Unfamiliar with business auction process ran by brokers/sellers
- Using an unproven valuation model
- Using an unproven LOI (**you live by the LOI for months**)
- Unproven systems and processes to track deal flow funnel
- Being beat in processes and don't understand why

### Do It With Guardian

- Auction advice – know when the broker is bluffing about competing offers
- Proven LOI and valuation models
- Turnkey deal funnel management tools that are proven
- **Quickly get advice on your process in order to refine and allow you to win a higher percentage of deals (don't lose your dream deal over \$50k or a simple deal structure change)**



## Due Diligence

### Do-It-Yourself

- Unproven CPA who makes huge issues of small accounting irregularities
- Seller slow to provide data – should I give up and finish diligence without the data?
- What is the right timeframe to review? Trailing twelve months? Last fiscal year? Average of past 3 years?
- **How do you know "When is diligence done?"**

### Do It With Guardian

- Have an expert manage your diligence process while you gain confidence and learn best practices
- Proven CPAs and lawyers
- Methods to get data faster from sellers
- **Knowledge how to leverage diligence findings to reduce purchase price (save \$100,000+ on average)**
- We can tell you when you've done sufficient diligence – you'll move on with confidence

Elliott Holland

Phone: 404-441-2637

[eholland@guardianduediligence.com](mailto:eholland@guardianduediligence.com)

## Join The Masterclass

# See How The Masterclass Delivers Value Each Step of the Way



## Transaction Completion

### Do-It-Yourself

- Is SBA the right approach? What are the pros & cons
- **How do people typically raise capital for these deals?**
- How should I structure this deal with equity & debt?
- What terms are fair for me in the deal if I don't bring the capital?
- How do I manage the negotiations towards close & not a blow up?

### Do It With Guardian

- Proven process to run an SBA process alongside a backup option for continuity
- Over 50 acquisition entrepreneur deals – we know what terms are typical
- We consult you on proper debt & equity structure
- Success oriented negotiation coaching to get past bumps in the road.



## Post-Close Growth Planning

### Do-It-Yourself

- **Now I have a highly levered small private business I own – what do I do next?**
- What type of planning do most buyers have for the first 30 – 90 days?
- What financial reporting is needed and who will execute?
- How do I transition sales relationships?
- How do I manage the seller being my employee?

### Do It With Guardian

- **100 Day Plan (operating plan)**
- Cash flow model to ensure buyer can pay the loan debt and other fixed charges with a cushion
- Customer retention plan – tied to seller note or earn out

Elliott Holland

Phone: 404-441-2637

[eholland@guardianduediligence.com](mailto:eholland@guardianduediligence.com)

## Join The Masterclass