

**YOUR EXIT**

# HOW SMART BUSINESS OWNERS ARE RAPIDLY BUILDING THEIR ORGANIZATION'S VALUE

A Presentation by GENE MARKS



**It doesn't matter whether you plan to sell your business next year or ten years from now. The more important question is what is your business really worth today and how can you increase its value every year?**

**During this 45–60 minute presentation Gene will discuss:**

- 5 reasons you should be selling your business;
- What your business is really worth;
- Key questions to ask yourself about your company and its future;
- Critical things every buyer looks for when pricing a company;
- How to increase your company's value;
- Whether valuing based on assets or income is best;
- The pros and cons of selling assets vs. your shares;
- The tax implications of selling your business;
- The benefits and downsides of using a broker;
- Key things to consider about Succession Planning;

**And much more.**

**You should be thinking this way all the time. You should be building value all the time. Because one day you might want to sell your company.** Or a potential buyer may appear who makes an offer. And you want to be ready. You want your business to be as valuable as possible.

Gene's presentation will help you focus on what you need to do to build value in your company and to position it to be sold...next year, or ten years from now.

Gene explains why so many business owners will be selling their businesses over the next few years and how you can capitalize on that trend. He'll take you through the reasons why business owners sell and what smart buyers are looking for. He'll give you the essential tools you'll need to know how to value your business like a professional appraiser. And you may not like what he tells you!

But most importantly you'll walk away with critical, real-life tactics for operating your company at its highest level. Because maybe you do want to sell it someday. Or maybe you don't. In either case, don't you still want to be as profitable as possible?

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



**CALL CARYN TODAY**  
**(610) 675-7648**

[Click here to e-mail Caryn directly.](#)

**See Gene in Action [www.GeneMarks.com](http://www.GeneMarks.com)**



# GENE MARKS

Gene Marks is a columnist, author, and small business owner.

**The Washington Post** **Forbes Inc.** **FOX BUSINESS**  
**THE HUFFINGTON POST** **Entrepreneur.com** **msnbc**

Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, Entrepreneur and the Huffington Post.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene frequently appears on Fox News, MSNBC and CNBC discussing matters affecting the business community.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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"Dear Caryn, We are still working on finalizing the conference evaluations but I can tell you that Gene was a huge hit. I commented "what a way to close the conference." I will definitely be back in touch with you with some of their comments. Can you send me a list of topics and titles of presentations that Gene gives? I am looking at other opportunities. It has been such a pleasure to work with both of you.

—Lynn Smith, Manager of Meetings & Exhibitions  
American Foundry Society

Caryn, Gene was awesome and we are so glad to have had him. I have pages of notes myself!

—Michelle Yungblut, VP of Training & Certification  
Electronic Security Association

Thank you Gene — you hit a home run for us again this year!

—Patrick Shay, Director  
National Shooting Sports Foundation

If you would like additional testimonials, please email [caryn@marksgroup.net](mailto:caryn@marksgroup.net)