



IS IT TIME TO SELL?

HOW SMART BUSINESS OWNERS ARE PREPARING THEIR BUSINESS FOR SALE AND WHAT YOU NEED TO KNOW TO INCREASE YOUR COMPANY'S VALUE

Presented 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?

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?

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.

"Our group loved you last year. You got the highest score of any speaker."



David Perry, Executive Editor
Furniture Today

"We got some preliminary results back from our follow-up survey, and Gene was our top ranked speaker. He did a great job, the content was highly accessible, and he was really nice to work with"



Dan Marx, Director of Content Development
Specialty Graphic Imaging Association

Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.

Book Gene for your keynote or breakout session



CALL CARYN TODAY
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See Gene in Action www.GeneMarks.com



GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS EXPERT.



Forbes Inc.

Entrepreneur.com



The New York Times The Washington Post

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Washington Times, The Philadelphia Inquirer The Guardian, Forbes, and Entrepreneur Magazine.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His latest best selling books are *In God We Trust, Everyone Else Pays Cash* and *The 2020 Small Business Book Of Lists — Volume 1 and Volume 2*.

Nationally, Gene appears regularly on MSNBC and Fox News as well as The John Batchelor Show and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

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 and—most importantly—the actions they can take to continue to grow and profit.

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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Gene was a huge hit. I commented “what a way to close the conference.”

Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA’s Annual Meeting.

Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers’ Association

Gene, hands down one of my favorite things last week at the WWEMA conference was your presentation. When you get a chance can you forward your presentation to me.

Rich Cavagnaro, President & CEO, AdEdge Water Technologies/Water & Wastewater Equipment Manufacturer’s Association

