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 (610) 675-7648

See Gene in Action www.GeneMarks.com
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—he 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