

# Why Not and Why

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## *Why is Not Using An M&A Advisor A Regrettable Choice*

- **Uncharted Territory**- The process of selling your business is plagued with pitfalls. The savvy and intellect that helped you create your company are not the same skills that are needed to maneuver around the hazards that cause deals to fail.
- **Unrealized Gains** – Most often initial or unsolicited offers are not from the optimal buyers for your company, and are therefore less likely to achieve the full potential of any sale.
- **Unforeseen Circumstances** – No one transaction is the same, and the unique challenges that will arise during the process will consume resources at a critical rate.
- **Cost of Learning** – The costs of letting the sale process also be a learning process are undefined objectives of sale, potential loss of pricing premiums, decline in company sales and revenues due to lack of attention, increased risk of late-stage landmines and most expensive, emotional stress.
- **Untouched Buyers** – It's not uncommon for owners to feel they don't benefit from any outside assistance in identifying potential buyer(s). However research shows that the optimal strategic buyer is typically not identified by the owner.

## *Why Using Paramax is the Strategic Choice*

- **Proven Results** – With over 300 completed M&A transactions, our reputation speaks for itself with continual referrals from trusted advisors and past clients.
- **Premium Values** – Having resources to reach a broad number of strategic buyers allow us, many times, to deliver premium values over early indication values.
- **Creative Solutions** – Certainty of close is critical to your decision process. We have the experience and expertise to guide you through each unique situation of the process.
- **Industry Expertise** – With our extensive experience in various market segments, we are able to offer our clients an intimate understanding of their business model, markets, and often, established relationships with many of their prospective buyers.
- **Well-defined Process** – Although each transaction will be customized to the unique goals of the client, the development of a well defined process offer key benefits such as maintaining company value during the process, reduction of late stage surprises, and peace of mind.
- **International Network** – Beyond our immediate resources, our international M&A network and relationships built over the past 30 years allows us access to potential strategic buyers world-wide.