

# Let Us Help You Discover the Worth of Your Company in Today's Market

## MARKET VALUE ASSESSMENT

### More Than 60% of Business Owners Are Concerned They Will Not Receive the Value They Deserve

*A positive economic outlook, record levels of available cash, and competition for quality acquisitions are motivating acquirers to become increasingly aggressive and is pressing valuation multiples upward. The challenge for a seller is determining what your company is actually worth in the current M&A environment.*

#### **The CRI Capital Advisors Market Value Assessment:**

- *Indicates the likely transaction price you could expect to receive should you decide to make your company available for sale at this time.*
- *Identifies the various types of buyers and the potential transaction types/structures you would likely encounter.*
- *Employs industry-leading research and analytic tools to gauge mergers and acquisitions activity as well as gauge overall industry outlook in your specific market segment.*
- *Expresses our opinion regarding viable options for the sale of your company, now or in the future, as well as action items you could execute to potentially increase the value of your company as you work toward a sale in the future.*

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#### **DETAILED ASSESSMENT SCORE**

CRI Capital Advisors will perform a detailed appraisal of the eight key attributes that have been statistically proven to drive the value of a company. This results in a targeted, surgical approach to value versus the general approach often employed in our industry.

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#### **ACQUIRER UNIVERSE RESEARCH**

CRI Capital Advisors targets both financial and strategic investors in our research-driven process. Each potential acquirer is fully vetted to discern the compelling reasons the acquirer may have to offer a strong valuation for your company.

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#### **CUSTOM-TUNED MARKET AND TRANSACTION ANALYTICS**

Our team employs powerful, industry-leading research and analytic tools, enabling us to access valuable data and detailed research. Coupled with our firm's extensive experience and insight, you receive a comprehensive understanding of the industry, current market conditions, and a likely transaction price range for your company.

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#### **POTENTIAL AVENUES FOR MOVING FORWARD**

CRI Capital Advisors will not only provide and discuss options that are available, but will also address the implications of each. These range from a 100% sale to a minority recapitalization. The analysis that our firm provides will detail these options and the likely outcome of each for your company. Our analysis can also highlight potential areas in which the overall market value of your company can be improved.

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