

A ROADMAP TO A SUCCESSFUL BUSINESS TRANSITION

A special event for business owners

IT'S A FACT. You will exit your business one day. Will it be on your terms?

Sadly, the average entrepreneur spends 80,000 hours building their business but only six hours planning its transfer. As a result, most owners fail to get top dollar for their business, transfer it to an ill-suited successor, pay too much in taxes or perhaps do more than one of these together.

Whatever your goals, now is the time to plan for your exit. Experts agree that if you want to maximize the value from all your sweat equity, proper planning is required years in advance.

Join us for a presentation led by industry experts that have developed a systematic process to make sure that your plans are carried out, delivering the best possible result.

Whether your exit is 5 months or 15 years away, this workshop is for you.

WHAT YOU WILL LEARN

- Determining the value of your business
- Do you have to sell it to retire?
- Closing the "value gap" between your company's current worth and supporting your future lifestyle
- Maximizing financial performance
- Strategies to implement now to reduce stress
- Having a clear understanding of your transition options
- Getting your family and stakeholders on the same page
- What to ask your accountant: Tax implications to be aware of
- Seeing your business through buyers' eyes
- Ways to structure a deal and manage risk
- Planning for "after the transition"

AGENDA

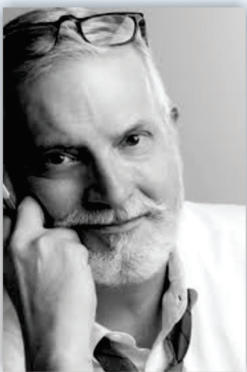
- 8:00 a.m. Registration, breakfast and networking
- 8:30-9:30 Presentation
- 9:30-10:00 Q & A

WHEN November 17, 2011

WHERE University of North Florida
University Center
2000 Alumni Drive
Jacksonville, FL 32224

REGISTER Online at www.advantagebizmag.com/events or call 904-704-5058

COST \$35
Breakfast included



ABOUT THE SPEAKER

Lewis Hunter is a Principal with ROCG, the world's only consulting firm focused on helping small and medium-sized companies start, build and exit.

As a business transition specialist, he helps owners build more valuable companies by creating and implementing plans that consistently move them to the next level of growth, until they eventually exit successfully.

ROCG clients improve the returns on their personal investments in their businesses by decreasing their companies' dependence upon them, through the implementation of systems, metrics and other efficiencies. Clients consistently benefit from higher levels of performance, increased profitability and better positioning to achieve their long-term goals for themselves and their businesses.

Specific services include, but are not limited to: Calculation of Business Value, Cash Flow Optimization, Identifying Potential Buyers or Acquisitions, Managing Transactions and Minimizing Transaction Taxes. <http://rocg.com>

PRESENTING SPONSOR

ROCG

the business transition specialists

SPONSORED BY

BROUGHT TO YOU BY

JACKSONVILLE

ADVANTAGE

SMALL BUSINESS