

A man with grey hair, wearing a blue suit and tie, is looking down at a document he is holding. He has a slight smile. The background is a blurred city skyline seen through a window.

SELLING YOUR BUSINESS?

Turn To The Expert
Business Brokers
At Prime Investments!

MEET PRIME

With more than 25 years of experience and hundreds of successful transactions in a wide variety of industries, the Business Brokers at Prime Investments are your best resource for all matters relating to the sale of your business.

Prime Investments attracts buyers from all across the nation and represents owners of businesses valued from \$500,000 to \$50,000,000 who are located throughout the mid-Atlantic states.

Prime's knowledge, experience and commitment ensures that your transaction proceeds smoothly and you receive the highest market price for your company. From your initial meeting with your Prime Business Broker, through the appraisal process, to the writing of the Confidential Business Review and all throughout the sale, your Prime Business Broker is by your side. He answers your questions, solves problems as they arise and guides your sale through to a successful conclusion that meets or exceeds your goals.

Enjoy the financial security and personal satisfaction that comes from the successful sale of your business with the expert Business Brokers at Prime Investments.



Principals



Donald A. Naideck,
President

Don is a graduate of New York University School of Law and Brandeis University and has been the region's leader in business sales for over 25 years.



J. William Blumberg,
Vice President

A graduate of American University, Bill has had a 25-year career in asset management and mergers and acquisitions. He has also started, built and sold several of his own companies.

WHY CHOOSE PRIME?

Business owners turn to the experienced Business Brokers at Prime Investments to deliver top results when they are ready to sell their businesses. Here's why Prime Investments is the right choice for your sale:



We Don't Get Paid Until You Do

Unlike other companies that charge thousands of dollars to appraise and "package" your business for sale, Prime Investments never charges upfront fees or retainers.

We earn our "Success Fee" based on the value of your business, when your business is sold.

Because we earn our fee only at closing, our interests are directly aligned with yours – we are motivated to sell your business to the strongest buyer at the highest possible price.



Prime's Security System

No one except you, the buyer and your advisors should know your business is for sale. With Prime's Six-Step Security System, your deal remains completely confidential. Here's how it works:

1. You're shielded from direct buyer contact. All buyer interactions are conducted through your Prime Advisor.
2. Prime never calls or emails your office – we only call your private mobile number and use your personal email. We even help you set up a special private email account if necessary.
3. All potential buyers are prescreened and qualified before they receive any information about your company.
4. All potential buyers sign strict nondisclosure agreements (NDAs) before they receive any information. These signed NDAs are available for your review at any time.
5. All meetings with buyers occur either at Prime's offices or after hours at your facility to ensure your employees don't find out that your company is for sale.
6. If a buyer in your specific industry expresses an interest in your company, you decide whether we should open discussions with them. Your Prime Advisor only speaks with them if you approve.



Prime's Proven Process

With its proven Nine-Step Process, Prime Investments has the plan to sell your business with no risk to you, the owner. Here's how it works:

1. No-Fee Initial Consultation

Meet with your Prime Investments Advisor in person to discuss your unique business and your personal goals. Your Prime Advisor will answer all your questions and explain Prime's Nine-Step Sales Process.

2. No-Fee Confidential Appraisal

Your Prime Advisor gathers current and historical financial and other information about your company and creates valuation spreadsheets. He analyzes the information and, with his knowledge and experience of the marketplace, derives the highest achievable market price for your business. He meets with you again and explains the valuation and answers any questions.

3. Move Forward Or Not – You Decide Risk-Free

At the same time your Prime Advisor presents the valuation, he also presents our Success Fee structure – a commission based on a percentage of the price that your business sells for, due at settlement. If you decide to move forward, we enter into a simple Broker Agreement and begin the sales portion of the Nine-Step Process. If you decide not to move forward, we shake hands and part as friends. You owe us absolutely nothing.





Prime's Proven Process *continued*

4. Preparation Of Your Confidential Business Review

Prime Investments creates a detailed, custom-written prospectus that presents your business in its best light to prospective buyers. The prospectus contains the majority of the information buyers need to make an investment decision.

5. Choosing The Right Buyer

Prime Investments has a unique three-tiered approach that ensures your business is matched to the right buyer:

- **Prime's Database Of Active Buyers.** Prime maintains a database of buyers – high net worth entrepreneurs, private equity funds and other companies – actively searching for business acquisitions.
- **Discreet Online Advertising.** Prime attracts and carefully qualifies new buyers with “blind” ads – never identifying your company – on websites that host business buying and selling activity.
- **Proactive Marketing.** Prime locates companies – qualified by size, industry and geography – that may have an interest in acquiring a business like yours.

6. Managing The Offer And Negotiation Process

After your Prime Advisor has located suitable buyers, he arranges for in-person or virtual meetings, facilitates requests for additional information and solicits offers from the buyers. He then manages the negotiation process to assure you get the best deal from the strongest buyer.

7. Managing The Due Diligence And Purchase Agreement Process

Once we have a signed Letter of Intent from a buyer, the buyer typically engages in due diligence – a short period of time in which he can examine your business in more detail before making his final decision to proceed with the purchase. Prime helps you manage this process by creating a strict timeline and making sure confidentiality is maintained. We also help the buyer secure his funding and “run interference” with the attorneys to head off any potential disagreements in the negotiation of the Purchase Agreement.

8. Referring Professionals

Your Prime Advisor strongly advises each party to retain an attorney and accountant with experience in business transactions of this type. He refers you to the professional most qualified to protect your interests and bring your deal to a successful closing.

9. Overcoming Obstacles To Closing

Over 25 years of experience has taught us that obstacles will arise during the sales process. Your Prime Advisor is there to help you overcome every challenge and guide your sale to a successful conclusion.

YOUR SUCCESSFUL SALE STARTS HERE

Prime has an extensive national database of qualified buyers – equity funds, high net-worth entrepreneurial individuals, investment bankers and other companies – actively seeking businesses to acquire. We select the best buyer for your business and deliver results that meet or exceed your expectations.

Prime Investments has completed business sales transactions in a wide variety of industries: from construction trades to companies whose software runs nuclear power plants, fragrance manufacturers to government contractors, consulting companies to engineering firms, medical labs to security companies ... the list goes on:

- Remote Interactive Video Monitoring
- Software For Nuclear Power Industry
- Site Work And Excavation Contractor
- Commercial Glass Installation
- National Educational Book Distributor
- Communications Systems
- Convention Exhibits
- IT Staffing
- IT Services
- HVAC Contractor
- Telecom Provider
- Home Health Care Provider
- Government Contractor
- Manufacturer Of Electronic Access Controls
- Plumbing Service
- Heavy Crane Rentals
- Management Consulting
- Fragrance Manufacturer
- Engineering Consultants
- Property Management Company
- Educational Services Provider
- Disaster Cleanup and Restoration
- Medical Diagnostics Lab



To learn more about how the Business Brokers at Prime Investments help you find the right buyers and sell your business for the best possible price, **contact us online** or call **240.290.5000** to speak with our team of experts directly.

There's no cost or obligation, and all communications will be held in the strictest confidence.