EXIT PLANNING

Don’t Wait to Engineer the Exit You Deserve

Maximize Value • Minimize Risk • Exit on Your Terms

Why Start Exit Planning 5+ Years Early?

Most business owners delay exit planning—and it can be costly.

- **70–80% of businesses listed for sale never sell**
- Only **20–30%** successfully close a deal

Starting early gives you control, options, and leverage.

Early planning allows you to:

- Increase your company’s **value and attractiveness**
- Reduce **owner dependency and operational risk**
- Implement **tax strategies before a sale**
- Align your **business, personal, and financial goals**
- Exit on **your terms—not the market’s**

The Value Acceleration Method™

A proven framework to grow, protect, and realize the full value of your business

1. DISCOVER

Understand where you are today

- Determine what your business is **worth today**
- Benchmark performance against **peers and competitors**
- Identify the **Three Critical Gaps**:

Wealth Gap
Do you have enough to retire?
(For most owners, 80% of wealth is tied to the business. What if it sells for less than expected?)

Value Gap
How does your company stack up against competitors from a buyer’s perspective?

Profit Gap
How does your **real EBITDA** compare to best-in-class companies?

- Assess personal, business, and financial readiness
- Identify your **current vs. potential value range**

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2. PREPARE

Increase value and reduce risk

- Build a **Strategic Value Acceleration Plan**
- Improve **EBITDA and valuation multiples**
- Identify and mitigate **key business risks**
- Execute focused **90-day action plans**
- Align your **advisory team and leadership**
- Strengthen operations to create a more **transferable, buyer-ready business**

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3. DECIDE

Exit on your terms

Choose the right exit path based on your goals:

External Exit Options

- Strategic Buyer
- Private Equity Sale
- Partial Sale
- IPO

Internal Exit Options

- ESOP
- Management Buyout
- Family Buyout

Includes:

- **Tax planning and mitigation strategies**
- Exit structuring for **maximum after-tax proceeds**
- Alignment with your **personal vision and financial goals**

What You Gain

- Clear understanding of your **true business value** (tangible + intangible)
- Confidence in your **exit readiness**
- A clear roadmap to **increase value and reduce risk**
- Alignment between your **business, personal, and financial goals**
- A coordinated team working toward **one successful exit**

Why Work With a Certified Exit Planning Advisor (CEPA®)?

As a **Private Wealth Advisor and Certified Exit Planning Advisor**, I help business owners:

- Integrate **wealth planning with exit strategy**
- Avoid costly mistakes in **timing, taxes, and deal structure**
- Navigate complex decisions with a **proven, disciplined process**
- Turn a life's work into **lasting wealth**

Start Planning Your Exit—Before It's Too Late

Howard Wealth Advisors
Helping Business Owners Maximize Value and Exit with Confidence

The best exits aren't rushed — they're engineered.

Howard Wealth Advisors

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