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“To Sell or Not to Sell”

Learn more about this vital topic
of importance to every business
owner.



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“Businesspeople
helping
businesspeople”

Established Since 1985

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GOTTESMAN COMPANY

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To Sell or Not to Sell?

**A Serious Question for the
Business Owner**



Member: IBBA • Better Business Bureau •
Association for Corporate Growth



Is this you?

“I’ve got a good business, highly profitable. I’ve got big plans for it. My children who are in their twenties and thirties will take it over upon my retirement. I’m only in my late fifties and am still vigorous. Why should I sell?”

Sounds good alright! If all you have to do is sit back and relax and the business will positively take care of itself, we would agree with you - do nothing. On the other hand, in the words of Robert Burns, the great Scottish poet:

“The best laid plans of mice and men often go awry”.

If you seriously think that nothing will really change try telling that to people who owned tech stocks in 2001, Tsunami victims in 2004, buggy whip manufacturers, former communist party leaders in Russia, AT&T personnel, Pan Am & TWA Airline personnel, merged banks of all kinds, Detroit auto manufacturers, Arthur Anderson accounting firm employees, Enron personnel, VHS video tape producers, wooden sailboat manufacturers, wooden golf club manufacturers, asbestos factory owners, tape player manufacturers. *“Should we continue?”*

CHANGE COMES TO ALL BUSINESS OWNERS

Have you truly considered the effects of changes heading your way (as they must come to all business owners)?



- 1) Growing competition - both in America and overseas (e.g. China)?
- 2) The state of the American economy?
- 3) The state-of-the-art of your equipment?
- 4) The health and age of your own organization’s personnel?
- 5) Your accounts receivable aging?
- 6) Your inventory?
- 7) Government regulations?
- 8) Taxes - both federal and state?
- 9) Growing group healthcare costs?
- 10) Your own health situation?
- 11) Banking relationships?
- 12) The quality and loyalty of your employees?
- 13) Your changing personal motivation?
- 14) Your relationships with a partner or investors?

Chances are that you don’t have a realistic “exit plan” - very few entrepreneurs do. (We are a hardy bunch and will live forever, no doubt, with no “burnout” problems.)



Have Your Cake & Eat it Too!

No one says that you have to sell out and be “out”. You are the most valuable asset your company has. If you desire, you can choose to remain on as President or consultant with some extra millions of dollars in your bank account while possibly continuing to own a share of the equity. In short, with our help, you can have your cake and eat it too!

It Pays to Listen



Conversation is free. It will pay you to explore the situation with the well-financed Buyer to whom we will introduce you, who would be interested in a confidential discussion with you regarding the possibility of a merger or acquisition with your fine firm.



About Gottesman Company

- Confidentiality is a Priority
- 85 M&A Professionals coast-to-coast
- Business Finders Since 1985
- Extensive Research Capabilities
- Thousands of Buyers: New York Stock Exchange Firms, Investment Groups, Operating Companies - both in the USA and Overseas
- Free Document Preparation
- No Retainers Required
- No Closing, No Fee