



The Value Proposition

I am a Certified Mergers and Acquisitions Advisor.

The value of that to you is that the work I put in to receive this official recognition confirms the most important thing I have learned over and over through 25 years of business experience – the Value of Building Value.

If you have a business to sell, you should be talking to me as early as possible in the process. The sooner we talk, the more time there will be to build value, which is the expertise I offer from within the walls of Kensington Company & Affiliates.

To get the best price for the time and energy you have put into building your business, you must see it from the outside – sometimes a very difficult thing for passionate entrepreneurs. I'll help you do that, as I have with an astonishingly wide range of clients happy to report success.

It all begins with a discussion, an evaluation, an understanding of where you are in your life and where you want to be. Then we do that magical but objective thing of seeing how your business looks to potential buyers, and then applying the principles and criteria that will make it become even better than you ever thought it could be. In other words, together, we build value.

The more time we have, the better we can do our job.

So call [Contact info here] text, or email me, and let's get started.



The Most Important Question

Here's a question that comes up often that I always answer the same way: When should I begin thinking about an exit strategy?

My answer: the day you incorporate.

It's the rare person who asks this question near the beginning of a business. In fact, it's the rare person who ever asks me this question. I'm usually the one raising the ask, and giving the answer, and since it's usually well after the day of incorporation, my standard answer is a one-word answer: Today.

I am in the business of valuing businesses. I have a certificate on the wall to confirm that I've studied the fundamentals and know the latest developments and ways of thinking, but that knowledge would be of little use if it were not supported by my own experience in business, and with the many companies I helped sell, after building value that brought top dollar.

With the sale of my own business years ago, I don't mind telling you I made a mistake that has informed every bit of advice and direction I have given others. I did not think about my exit strategy early enough.

Time is the hidden factor in building business value. Each business is different. Each case requires different, deliberate steps. But what they all have in common is the need for enough time -- so that the right actions can be taken, the right processes put in place, and desirable outcomes be allowed to unfold.

That's why you need to be thinking about your exit strategy as soon as possible.

And why the right time to start building value is: Now. Call me, [Contact Info here]



Is My Business Valuable?

These are two questions that I regularly field from business owners. We are in an amazing moment in time which could be the perfect time for your business exit. <https://www.youtube.com/watch?v=vyntDwDrAUs>

See my video where I describe the current business environment in more detail; what is driving the activity, why businesses are growing through business acquisitions; why banks are lending and why this environment represents a unique moment in time where any business owner should understand the benefits of selling now!

As a Certified Merger & Acquisition Advisor, I help business owners understand the value in their businesses. Let's connect and together we can uncover the value!

To schedule a time to speak or meet in person please reach out to me by sending an inbox message or by [Contact info here]



Growth through Acquisition?

Growth through Acquisition has become a major trend because of a few inarguable reasons: first, the economy is good; second, cash has never been cheaper; and third, banks are lending money to existing businesses with the right profiles. Because of these three factors, many companies have created strategic growth plans receptive to the acquisition of one or more businesses.

Kensington Company and Affiliates is a facilitator in this arena. If you are seeking acquisitions that make sense for your company's plan, you might hire us to find suitable businesses, engage them, do the negotiation, and structure the deal. Our pricing for this service is revolutionary.

I should explain the acquisition strategy. If there is a directive within your organization to expand, you have two options. You can build out to reach the level where you want to be, but to do that may take two, three or even five years. Or, you can recognize that you already have infrastructure, sales, and systems in place and think about an acquisition. If you acquire a company and incorporate its customers into your workflow you end up with one and one equals three because you are getting much more than just additional business.

For the sake of simplicity, let's say you generate a million dollars in business. You have infrastructure, you have sales, you have ongoing business. The company you are thinking of acquiring has \$500,000 in sales. They're not making much money because they have roughly the same expenses you have. If you do it right, you can buy that company, get rid of its expense line by bringing it into yours and the majority of that \$500,000 in business will go right to your bottom line. It's good for you and it's good for them.

The other part of that story – why Kensington is in this picture – is that most middle market companies who do this for a living, who go out and find acquisitions for another company, will charge 30, 40, 50 thousand dollars upfront to create the pitch, or the book as they call it, before delivering to you a single candidate. We think very differently at Kensington. We will get engaged at a very minimum fee to cover our marketing expenses and then our success comes when the acquisition is made. We get paid when the deal consummates. This is very attractive to a small company.

Growth through Acquisition is a great strategy and you can do it with us at a reasonable cost.

[Contact info here]



Are Seniors Buying Businesses?

Yes, they are and in record numbers. More and more we are finding that the traditional way of thinking about retirement is changing. Instead of contemplating taking up golf or some other hobby, many seniors are finding their way to a meaningful retirement by going back into business. After all, they have always worked and generally found fulfillment in their work. They are healthier, living longer than ever before, and worry about outliving their retirement savings. So why not continue to earn income through a business?

The other major driver of this activity is the vast array of “Lifestyle” business that are available to seniors. The notion of a semi-absentee business, a business that has strong systems and procedures, where the owner does not have to be a constant presence, is very attractive to seniors. They can earn income, stay vital by working in a semi-absentee business, and still have the time to take up that hobby or travel. In fact, here is a Merger & Acquisition trend that we are seeing; many baby boomers who have

built very “hands-on” style businesses are selling those businesses and purchasing semi-absentee businesses and franchises that support the kinds of lives they look to lead in semi-retirement.

The seniors that we work with generally have very transferable skill-sets and feel liberated when we are able to sell the businesses they were tethered to and find suitable new businesses they can operate with less involvement. At Kensington Company, we have an expertise in helping match the right business to a candidate’s needs, skills, income requirements and lifestyle. We begin with an assessment process followed by an in-person consultation to determine what kinds of business opportunities would make sense.

Here is an example of one of the many semi-absentee businesses which I am referring to that could be ideal for seniors.

Hair Care Franchise:

At first blush you may not make the connection with this type of business and seniors but here is why it makes sense for seniors looking for that balance of Income and Lifestyle:

- The Owner is NOT involved in the day to day
- The Owners role is to manage the managers, deal with the franchise and seek out additional real estate opportunities
- Most Owners own 3-5 stores within 5 years
- Investment is approximately \$200,000 per location and most stores will generate annual revenue to the owner of \$60-\$70,000 per store

Again, this is only one of many business suggestions but it clearly illustrates how seniors can earn income, stay engaged and vital in an ongoing business concern plus gain the freedom to let them live life in semi-retirement.

[Contact info here]