kelly Business Advisors LLC

Business Buying Process

STEP		TIME LINE	GOALS
1	COMPLIMENTARY MEETING	1 TO 2 HOURS	Determine if Kelly is a good fit for the client ▶ Discuss acquisition goals and current efforts ▶ Review Process
2	ENGAGEMENT AGREEMENT	1 TO 2 WEEKS	Services, Terms and Fee Structure scaled to your acquisition goals
3	PREPARE FOR SEARCH	2 TO 3 WEEKS	Establish Criteria ▶ Location ▶ Size ▶ Industry ▶ Goals ▶ Role Create Targeted Lists ▶ Acquisition Targets ▶ COI's ▶ Attorneys, Accountants, Financial Advisors & Bankers Customize Marketing Campaign ▶ Direct Mail ▶ Email ▶ Phone ▶ Network
4	LAUNCH	1 HOUR	Sign off on marketing materials and targeted acquisition lists prior to beginning buyside search
5	SEARCH	2 TO 4 MONTHS	Marketing Campaign ▶ Data Room ▶ Seller Calls and Visits ▶ Analyze Potential Acquisitions
6	INDICATION OF INTEREST (IOI)	ON GOING	High level terms negotiated in the IOI ▶ Initial Due Diligence ▶ Mini Estimates of Value Completed for Engaged Sellers ▶ Submitted to Several Potential Sellers
7	MANAGEMENT PRESENTATION	3 TO 4 HOURS	When an IOI is agreed to ▶ Present to Seller
8	LETTER OF INTENT (LOI)	3 TO 5 WEEKS	Review with Buyer's Legal and Accounting Team ▶ Present and negotiate appropriate transaction terms
9	DUE DILIGENCE	2 TO 4 MONTHS	Complete Purchase Agreement, Supporting Agreements, Financing and Discovery to close the transaction
10	CLOSING	1 TO 2 HOURS	A great day to begin operating your new business

Valuations | Mergers | Aquisitions