



STANISLAWSKI & COMPANY, INC.

A Certified Public Accounting and Business Consulting Firm

March ~ April 2011

RE: “Don’t Stop Thinking About Tomorrow” – Exit Planning is Critical

Dear Friends of Stanislawski & Company, Inc.:

As Fleetwood Mac sings, “don’t stop thinking about tomorrow . . . it’ll soon be here.” One day your tomorrow will arrive and - believe it or not - you will no longer be the owner of your company. Either deliberately, or unintentionally, at some point in the future you will exit your company and move-on to something else. And yet, if you are like the majority of business owners, you have no exit strategy and no plan for the succession of your company.

A well-thought out **Exit Strategy Plan** allows you to evaluate all viable options for your exit, to properly transition the ownership of your business, to ensure that your company survives and grows, to facilitate your retirement, to determine the terms and timing of the exit, to maintain family harmony, and, perhaps most importantly, to maximize cash flow to you. I like to think of planning as an investment – the more you invest/plan, the more you profit.

The question is, if you don’t plan on exiting your business for years to come, then why start now? The main reason is *transferability*. The chances are if you are like most business owners, you are critical to your operation. Yet the more your company is dependent on you, the less transferable your business will be, and the less it will be worth. Start to groom your successor(s) today. Strengthen your management team. Work yourself out of a job and make your company more transferable.

In developing your personal **Exit Strategy Plan**, the most critical element is to thoroughly understand your exit goals. Four main areas should be studied, including: When will you exit? How much money will you need when you exit? How will you exit? With whom will you exit? In evaluating these areas, your emotional preparedness to leave your company and your financial needs should be carefully considered. Both of these issues are critical to a successful exit. They also provide direction on when your exit can take place and which of the many options for selling your business makes the most sense.

Having the right team of advisors is another key component of your **Exit Strategy Plan**. These professionals include your investment banker, attorney, Stanislawski & Company, Inc., financial advisor, insurance broker, and valuation advisor. It is critically important that each of your advisors knows the role he or she will play in your **Exit Strategy Plan**. A written, personal **Exit Strategy Plan** then becomes your road map. And this written **Exit Strategy Plan** should be prepared 5 to 10 years before your exit date – so get started early!

Now that you know tomorrow will soon be here, take the necessary steps today to plan for the best possible outcome . . . your successful exit from your company. If you’re 10 years or less from your exit date – call me to discuss it! It’s a good investment in yourself (and you’re worth it).

Sincerely,

Charles G. Stanislawski, M.B.T., C.P.A.

Business is great at Stanislawski & Company, Inc. and we are looking for more.