

TouchStone Strategies

Business Strategists to the Entrepreneur

TouchStone Nugget

Lost Vision

Did you have a clear vision for your company the day you opened your doors? Have you achieved that vision? Have you adjusted your vision one or more times to focus on a new direction? Did those adjustments work for you? How do you really know?

Our company uses a business valuation and a business evaluation process as the starting point in an ongoing exit strategy program for entrepreneurs. While our program implies you are leaving or exiting the business, the program is actually oriented towards positioning an Entrepreneur for an exit whenever that would be an appropriate plan of action. The program can be tailored to fulfill a short-term requirement or it can become a long-term transition process aimed at building wealth in a business with an eye towards the future.

The business evaluation process will reveal key strengths and weaknesses of a business's performance. By focusing on the value drivers of a business to build wealth and strategic value, we can eliminate the weaknesses and improve strengths inherent in the business.

Statistics show that very few business owners know the value of their business. Other statistics imply that the number of businesses sold each year correlates to the same percentage of owners that know the value of the business. A small percentage of the businesses sold appear to sell in a range that suggests that the buyer paid a premium over the fair market value.

If you have an investment portfolio, you probably receive frequent reports on the value of your investments. Why not have the same interest and ability to know the value of your business, which according to research ranges from 50% to 80% of an owners total personal wealth. Does this sound about right to you or are you in that majority owner group who just do not know their value or worth?

TouchStone is positioned to help you transition to another level with your business and your life, whether it is internal growth, an acquisition, a merger or a divestiture. We offer a no cost, no obligation meeting to chat about your interests, concerns and the opportunities facing your business. We can help you revisit and regain the vision you once had for your business, especially at a time when you feel that the vision is lost. You have nothing to lose and quite possibly a lot to gain. We would be pleased to hear from you.

Ronald W. Bird is President of *TouchStone Strategies*. Mr. Bird is an Accredited Merger and Acquisition Advisor by the Association of Professional Merger and Acquisition Advisors. He is an Accredited Executive Associate of the *Institute for Independent Business*. Mr. Bird is also a New Jersey Licensed Real Estate Broker. Mr. Bird received his MBA in Finance and BS in Accounting from Fairleigh Dickinson University, New Jersey.

