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KEY VALUE DRIVERS

1. ASSET QUALITY
 - a. Brand awareness
 - b. Differentiators
 - i. Proprietary Products/Services/Software
 - ii. Market Leader
 - iii. Exclusive Rights – Leases, Licensing, etc.
 - c. Innovators + R&D
2. GROWTH
 - a. Track Record of Successful Product/Service Offerings
 - b. Substantial Addressable Market Potential
 - c. Ability to Leverage Business into New Arenas
3. ATTRACTIVE END MARKET & INDUSTRY DYNAMICS
4. COMPANY PERFORMANCE & MOMENTUM
 - a. How has company responded in Recession,
 - b. What is trend last 24 months?
5. DEMONSTRATE ABILITY TO MAINTAIN AND EXPAND MARGIN IN THE FUTURE
 - a. Managing costs
 - b. Selling Value – Not Price
6. CLEARLY DEFINED, TANGIBLE GROWTH OPPORTUNITIES
 - a. Organic
 - b. Acquisition
7. QUALITY MANAGEMENT TEAM
 - a. Emphasis on “TEAM”
 - b. Experience & Dedication
 - c. Depth of Management (bench strength)
8. DIVERSIFIED BUSINESS MODEL/CUSTOMER BASE
 - a. No customer represents greater than 20% of Revenues
 - b. Limited customer pool or Industry end Market Potential



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9. ENTRENCHED CUSTOMER RELATIONSHIPS

- a. Team Responsibility Best – Not one Individual

10. SUPERIOR INFORMATION & CONTROLS

- a. Must for receiving Top Value
- b. Invest in Top ERP System

VALUE DETERENTS

1. Missing budget during Sales Process
2. Inability to Articulate & Validate Vision or Growth Plan
3. Over-Reliance on a SINGLE Customer/Market/Product
4. Lack of AWARENESS of Competitive Pressure

These lists were the topic of a Webinar given by Harris Williams (part of PNC) in February 2013.