



## Middle Market Advisors

M.O.X Advisors is a Boutique Firm specializing in the representation and negotiation of the sale of privately held businesses.

# Extraordinary COMMITMENT

At M.O.X Advisors, we value and appreciate the unique character strengths of our highly successful clients – their authenticity, initiative, ambition, and zest. Our clients are the most creative, energy-creating, high value-producing people in Enterprise.

We will be laser-focused and totally dedicated to selling your business. Our activity together may last only a few months, but often these relationships may extend over many years and transactions. These partnerships with our clients are based on an extraordinary level of commitment to achieving our client's professional and personal goals.

### *“Perseverance”*

*- Steady persistence in purpose,  
in spite of difficulties.*





*Our Unique*

# COLLABORATIVE TEAM



At M.O.X Advisors, we first advise our clients on value creation strategies, and then attain the highest achievable goals and implement marketing strategies. We are known for our willingness to invest the time, active listening, and empathy required to satisfy the objectives of our clients. It is not a cookie-cutter approach. It takes a lot of energy and time spent understanding the specific circumstances of each engagement. We are proud of our strong relationships with other expert advisors, lawyers, accountants, management consultants and wealth advisors.

## ***We SUCCEED Only When Our Clients Do***

We personally research, negotiate, and manage all aspects of every engagement, and pride ourselves on building long-term, mutually rewarding relationships that transcend mere transactions. Because we succeed only when you do, our "skin is in the game".

We at M.O.X Advisors believe that a great advisor is dependable in all of their relationships. Personally and professionally, they are the kind of people in whom friends and clients place their trust and confidence. We choose our clients as carefully as we choose our friends, because we believe that the single most predictive factor of success in an advisory relationship is positive chemistry.

*“With each new client engagement, there is an unwavering focus on its successful completion. Our creative strengths and collaborative team approach allows us to achieve our clients goals with speed and high probability”*





# *Strict Emphasis on* CONFIDENTIALITY



We are committed to protecting the confidentiality of your company because we know that public knowledge of a potential sale can have a negative effect on employees, customers, lenders, suppliers, and stakeholders of the company. All potential buyers are required to sign a Legal Binding Non-Disclosure “Confidentiality” Agreement. M.O.X Advisors adheres to the strictest confidentiality policies in the industry assuring your company is being represented with respect and integrity.

Your business valuation is a complimentary service as part of our engagement. You can be assured all factors pertaining to your company will be considered, so you receive the highest market value for your company.

The art of selling a company for its highest value involves knowing how to properly stage a business for sale, to make it the most attractive.

The single most important factor for valuation is earnings. Other considerations in determining the business value will include competition, regional demand factors, proprietary products or processes, favorable lease terms, advantageous supplier relationships, management's desire to stay with the company, concentration of customers, and many other relevant factors. M.O.X Advisors will evaluate your financial status, recast earnings to obtain Seller's Discretionary Income to show a potential buyer what the company actually earns and benchmark against a Database of comparable businesses in your industry.

*Determining the*  
VALUE  
*Of your business*





# MARKETING

*Your company*

Once we have obtained all necessary information, we will prepare a company profile which will include a brief overview of the business, products and services, customer analysis, potential for growth and a financial performance summary. Buyers in today's market are much more sophisticated and informed. Being prepared to answer foreseen and unforeseen questions during the buyers due diligence process takes extensive preparation. It is very important to anticipate the buyer's questions and be prepared with a detailed company profile.

Our goal is simple to get your company the most exposure to only financially sound buyers, while adhering to the most stringent confidentiality policies. A marketing program will be designed for your company that will include advertising using online media, targeted media outlets, our own client database, Private Equity Groups, Strategic buyers and our local, national and international connections. All of our Teaser Ads are "blind" meaning there are no distinguishable characteristics identifying your company for confidentiality purposes. M.O.X Advisors will create a comprehensive "Confidential Information Memorandum" for buyers that have met pre-established criteria and have signed a legal and binding non-disclosure agreement.



*The M.O.X Advisors*  
**RESULT**

