

— CAUTIONARY STORY · EXIT TIMING

The best time to sell *is before you have to.*

This owner had a strong business, a real offer, and every reason to move forward. One year of hesitation changed the outcome, and not in their favor.

EXIT TIMING · EXIT READINESS

THE HARD LESSON

If this owner had gone to market when we first recommended it, they would likely have closed at their target price. Instead, a 15% revenue dip, driven by a declining key customer, reduced the value of the business before a deal was ever signed.

— THE SITUATION

A strong business. A real offer. A decision kept getting delayed.

This owner came to us through a financial advisor referral. They already had an offer from an industry competitor and wanted help making sure the number was fair. The business was healthy, revenue was solid, and the timing was right.

But the buyer wouldn't move to the price the sellers needed. We told them directly: the best path to that number is open competition. Let us take this to market.

— THE WHAT-IF

One year earlier. A very different outcome.

IF MARKETING IN YEAR 1

Performance	Strong
Key customer	Active
Valuation basis	Peak financials
Likely outcome	Target price

GOING TO MARKET IN YEAR 2

Performance	Down 15%
Key customer	Declining
Valuation basis	Reduced
Likely outcome	Below target

— WHAT HAPPENED

Twelve months of waiting. Then the numbers changed.

Year 1 ♦ Business is strong. Offer is on the table.

Owner receives an offer from a competitor and is referred to Prevail. The business is performing well with solid financials.

STRONG POSITION TO SELL

Months 1–6 ♦ Negotiations stall. We recommend going to market.

The buyer won't move to the sellers' price. We advise an open process. The sellers hesitate, hoping the original buyer will raise the offer.

OPPORTUNITY WINDOW OPEN

Months 6–12 ♦ A year passes. The offer doesn't move.

The original buyer never raises the offer. The sellers finally decide to let Prevail take the business to market.

A YEAR OF RUNWAY LOST

Year 2 ♦ Year-end financials arrive. Sales are down 15%.

The company's largest customer has been declining. Revenue is down 15% year over year, which immediately reduces market value.

VALUE EROSION

"If we had taken it to market the year prior, we would have likely closed on the deal they wanted by now."

Prevail Transaction Partners

— SIGNS IT'S TIME TO EXPLORE

You don't need to be ready to sell. You need to know where you stand.

01

Business at its peak

Strong financials give you leverage and give buyers confidence.

02

One big customer

Customer concentration is a risk buyers will price in.

03

An offer has arrived

A single offer is rarely a buyer's best number.

04

You think about it often

Worth exploring. Not deciding, just exploring.

You don't have to be ready to sell *to start the conversation.*

Understanding your options costs nothing. Waiting until you have to sell might. Or start with a free estimate at prevailvaluetool.com.

TALK TO US

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