

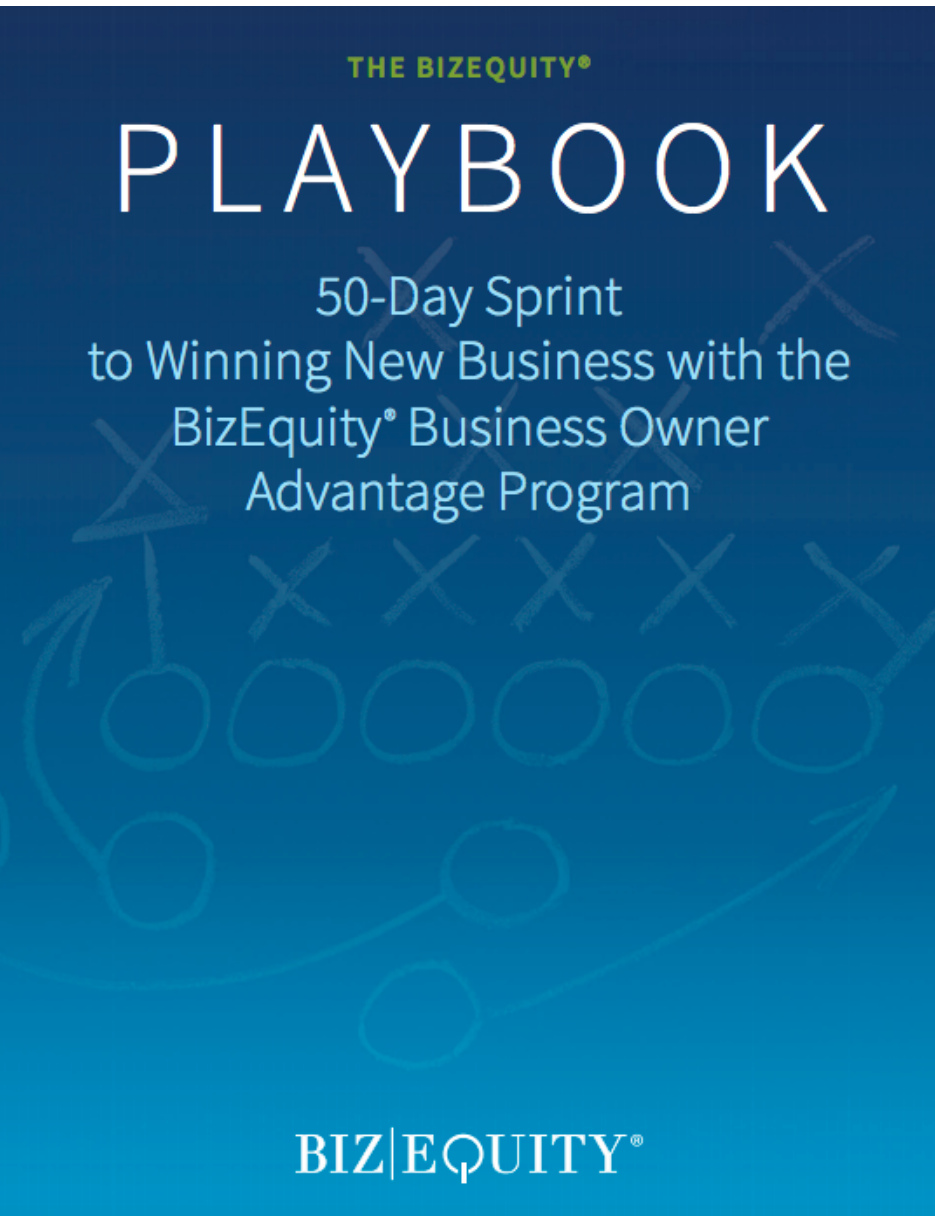
Prospecting Outreach

Implementing the BizEquity Playbook and Marketing Tools
Q3 Webinar: August 10, 2020



Michael Gola

Director of Strategic Accounts @ BizEquity



BizEquity Playbook

- Found in the “Success Center” under “Marketing Playbooks”
- Talking points to have with business owners on the importance of understanding value
- Different use cases for the platform
- 50 day sprint!
8 week marketing plan

Identify Your Ideal Prospect

- Is there a business owner you already know that you would like to work with? – the valuation tool might be the way to get them over the hump
- Is there someone you have already met with that owns a business?
- Prospect based on industry, size, and location

Prospecting tool

Outreach to Business Owners

BizEquity[®]

PLAYBOOK

Appendix

Main Call Script

“Good Morning (Afternoon), [FIRST NAME], I’m [YOUR FULL NAME] from [YOUR COMPANY]. I wanted to touch base to see if you are like 98% of business owners that don’t know what their business is worth. In the last three years have you had a valuation completed on your business?”

Your Pitch:
We specialize in helping business owners achieve business and personal financial goals, a focus we have held year-long for over XX years.

We have found that many small business owners struggle with planning for the future because they have so many unknowns. They don’t know how much their business is worth, when they should sell, whether they will find the right buyer, get the right price, or even how much insurance they should carry. We give business owners facts so they can make sound business and personal financial decisions. That is why we have invested in innovative technology that allows us to deliver accurate and efficient business valuations, free to clients. Once we know your business’s value our firm can assist you with (Retirement Planning, Estate Planning, Exit Planning, Business Planning, Protection Planning, etc.)

Can we schedule time in the next two weeks for me to sit down with you and discuss?

If yes:
That’s great. You’re a step ahead of 98% of most business owners. Do you mind me asking, when was the last time this was performed, and how was it done?
(Allow for a response)

Our system is entirely different from the one you may have already used.

- We harness big data to deliver accurate and detailed valuations in a fraction of the time of traditional methods.
- We also suggest business owners get yearly valuation updates, and our system makes it easy to track your business value on an ongoing basis, so you’re never stuck with outdated information.

Would you be interested in learning more about how to get started on your own business valuation? It’s free and you have no obligation to use our services to help you integrate your company’s value into your overall financial plans and goals.

If no:
Why Not? (wait for answer)

- If because *not looking to sell...* Knowing your business’s value is one of the most important things that business owners overlook. Your business’s value is a key component to ensuring your retirement and estate plan is accurate and that your family and business are protected at the proper levels. Your business is your largest asset, just like any investment account you may have you need to know it’s value to have an accurate picture of your net-worth.
- If because *it was too expensive...* Traditional valuations can cost thousands of dollars, our state-of-the-art system uses the power of Big-Data to allow us to deliver business owners accurate business valuations [(at a fraction of the cost or free) DEPENDING ON YOUR FIRM]
- If because *he didn’t have time...* It’s true, traditional business valuations can take up to 3 weeks to prepare, and require a lot of your time. We understand you are busy, but also understand the importance of knowing your business’s value. Our technology allows us to deliver your business’s value in a very short amount of time. We use the power of Big-Data to deliver your business’s value in minutes rather than weeks.

7

© BizEquity, LLC, 2019. All rights reserved.

BIZ EQUITY[®]

- **Choose marketing tactic**

Call, email or both

- **Use call scripts**

found in playbook and in success center

- **Use email examples**

found in playbook and in success center

- **Set-up initial 30 minute discovery call**

Utilize the tool to obtain the information necessary to build the valuation

Set-up a meeting two weeks from the discovery meeting to review the final report

Gathering the Data

Different use cases

- Obtain tax forms and financials to input into 7 steps
- Leverage “delegate” option to send secure smartlink to a third party
- Send “Fact Finder” to third party

Valuation Fact Finder

1 Basic information

Business name	<input type="text"/>
Industry name or code	<input type="text"/>
Zip code	<input type="text"/>

2 Company profile

Contact person's first name	Contact person's last name	
<input type="text"/>		
E-mail address		
<input type="text"/>		
Address 1		
<input type="text"/>		
Address 2		
<input type="text"/>		
City	State	Zip code
<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone number	No. of employees	
<input type="text"/>	<input type="text"/>	
Type of ownership	Tax form	Year of inception
Please Select	Please Select	<input type="text"/>

Reason for valuation

<input type="checkbox"/> Seeking equity financing	<input type="checkbox"/> Seeking debt financing	<input type="checkbox"/> Estate planning
<input type="checkbox"/> Looking to sell my business	<input type="checkbox"/> Looking to buy a business	<input type="checkbox"/> Insurance & risk planning
<input type="checkbox"/> Accounting preparation	<input type="checkbox"/> 409-A valuation pre-assessment	<input type="checkbox"/> Strategic Planning

Delivery of Valuation Report

Alpha LLC (Sample)

Industry: 54161 - Management Consulting Services

Equity Value (Latest Valuation)

\$5,887,872

This fair market value conclusion is the value of the company available to its owners or shareholders and incorporates all of the assets included in the "asset value" plus the firm's liquid financial assets (cash, A/R, deposits, etc.) and minus its liabilities (ST and LT).

Valuation History



Asset Sale Value

\$6,733,162

This common transaction-oriented fair market value conclusion includes the firm's inventory, furniture, fixtures and equipment and all intangible assets ranging from customer base to goodwill.

Enterprise Value

\$6,375,230

This fair market value estimate is equal to the "total value of the firm" or the value of the firm's equity plus its long term debt, e.g. it reflects the value of the entire capital structure (equityholders and debtholders) or "enterprise".

Liquidation Value

-\$752,196

The liquidation value conclusion is based on the key assumption of insolvency and the immediate sale of all assets (on or off the balance sheet) at or near "fire sale" level coupled with the nearly simultaneous retirement of all liabilities. This figure does not include accounts receivable.

- Does the valuation make sense to the owner – will it be significantly higher or lower than the range you determined during the discovery meeting?
- What metrics (KPI's) can the business owner pick to improve their valuation?
- Has the valuation process exposed any deficiencies in the owner's retirement plan?
- Has the valuation process exposed any deficiencies in the insurance coverage of the owner?
- Has this process given you an opportunity to build a deeper relationship with the owner's accountant or attorney to drive additional opportunities to work together or uncover other centers of influence?

Final Steps

- Wrap into a full financial plan as a potential final step if you have not completed a full financial plan for the prospect
- Obtain statements for outside assets and complete a holistic a the impact of the business on the investment risks
- Utilize data aggregation capabilities and include the business as an asset if the client uses data aggregation services
- Complete a full insurance coverage review and present risk mitigation strategies

Prospecting Tools

What's available to you?

Success Center

- **Presentations**

COI-centric or client-centric

- **Call scripts and prospecting emails**

- **Additional playbooks**

Social media, hosting events, attending events

- **Marketing flyers**

- **Whitepapers**

BizEquity Client/Prospecting Marketing Letter



If you are like 98% of business owners in the United States, you probably haven't had an appropriate valuation done on your business. That's most likely because the traditional valuation process is expensive, time consuming, and intrusive. As a business owner you deserve to know the value of your most prized asset. We've partnered with BizEquity to provide you with a complimentary valuation of your business and to offer financial advice around that valuation.

I understand that as a business owner you face far more complexities and concerns than just looking to sell your business. Some of which may include:

- Succession planning
- Buy-sell agreement & funding
- 401(k) plan for employees
- Benefits
- Risk management
- Retirement planning
- Capital Structure
- Personal financial plan for owners
- Personal financial planning for employees
- Payroll
- Tax management

I would love to schedule a complimentary valuation with you to not only show you the value of your business, but to also ensure you are getting the proper financial advice around that valuation figure. Contact me at the number below to set-up a time to connect.

FA Name
Firm Name
email address
phone number

- Why is valuation important?
- What does the process look like?
- What does the business owner receive?

Detailed look at outputs

- Customizable footer for contact information
- Multi-use

LinkedIn, Email, or Mailer

Social Media Use Cases

I'm excited to share the news of our firm's new partnership with BizEquity. As one of a select group of advisors in the country, I have the opportunity to leverage the tools and resources this partnership brings. BizEquity has created an impressive dataset and toolbox that help me provide more in-depth valuation resources for business owners and it can add immense value in the overall financial planning and exit planning process. If you are a business owner and would like to know more about how understanding the value of your business in today's market, then feel free to reach-out to me directly.

#certifiedfinancialplanner #successionplaningstraegies
#financialplanningstrategies #retirement #cfp #financialadvisor
#exitplanningstrategies #transitionplanningstrategies



If you are like 98% of business owners in the United States, you probably haven't had an appropriate valuation done on your business. That's most likely because the traditional valuation process is expensive, time consuming, and intrusive. As a business owner you deserve to know the value of your most prized asset. UBS has recently partnered with BizEquity to provide you with a complimentary valuation of your business and to offer financial advice around that valuation.



Brian Baum • 1st
The Business Transition Group with UBS
11m •

First, I want to acknowledge that we are in the beginning of what is looking to be a very challenging period in our country, we are here as your resource. If you would like to talk through challenges that your family and business are experiencing right now please reach out to me.

Additionally, during this time we are making a slight change to our business model and we are going to offer a complementary business valuation for anyone that would like to understand and start planning for how to grow the value of their business through this environment. If you would like to take advantage of this please call me at 412-215-6915 and we will arrange for someone on our team to work with you to gather the appropriate data. Now more than ever it is important to know what you're worth and how to protect that value.

Finally, below is some of the info that we put out on key lessons we have already learned from this crisis we find ourselves in. I hope you and your family stay healthy during this time.

#valuecreation #businessvaluation #thinkdifferently

Lessons from the Coronavirus for business owner...



It's important that those who established a business understand the value of their business. This is especially true in times of crisis when the value of a business can fluctuate rapidly. Understanding the value of your business can help you make informed decisions about your future. In a period of uncertainty, it's important to have a clear understanding of your business's value. This can help you make decisions about your future. In a period of uncertainty, it's important to have a clear understanding of your business's value. This can help you make decisions about your future.



Success Story: \$192 Million Family Business

“Showing the BizEquity valuation got all four family members on the same page, and stopped them from fighting over the valuation.” -Brian Baum, Interchange Capital Partners

How Providing Clarity and an Understanding of Value Led to Action

How Brian and his Team Used Business Valuation to Turn Prospects into Clients



Case Study:
Brian Baum,
Financial Advisor,
Interchange Capital Partners

Industry of Business Owner:
Trucking

BizEquity Business Value:
\$192,393,791

Business Owners:
4

**About Brian Baum,
Financial Advisor, Interchange Capital Partners**

As part of Interchange Capital Partners, Brian is committed to helping private business owners navigate transitions. When working with business owners, he strives to maximize business value, mitigate tax burdens, and create lifetime cash flow for clients.

Opportunity

Brian began working with this family-owned trucking business by answering the question, “What’s Your Business Worth?” The four owners had never before agreed on a business value, and a BizEquity valuation report provided some much needed clarity. With a concrete valuation number, the owners agreed to begin developing comprehensive financial plans with Brian and Interchange Capital Partners.

 \$125,000 corporate-sponsored financial planning fee

 Buy-sell insurance coverage increase from \$5 million to \$35 million

 15% fee from investment banking referral

 \$192 million of total AUM

“Showing the BizEquity Valuation to the four owners got them on the same page and stopped them from fighting with each other over the valuation.”

- Brian Baum, Interchange Capital Partners


- \$125,000 corporate sponsored planning fee
- \$160M in AUM
- 10% investment banking referral fee
- Buy-Sell insurance increased from \$5m to \$35m

Success Story: \$36,626,860 Engineering Business

“We had been trying to engage with this business for several years with no success. It was the offer of a BizEquity valuation that motivated the business owner to get started.” - Jay Pollack, Laurus Strategies for Wealth

"BizEquity Pays for Itself"

How Laurus Strategies for Wealth Generated ROI with One Case



Case Study:
Jay Pollack,
Managing Principal,
Laurus Strategies for
Wealth

Industry of Business:
Owner:
Mechanical Engineering

BizEquity Business Value:
\$36,626,860

About BizEquity

BizEquity's Advisor Office has transformed the way financial professionals can discover and engage with business owner clients through state-of-the-art prospecting tools, customized business valuation and insurance coverage reports, and lead generation services.

In this case study you'll learn how Jay landed a new small business client through relationships with centers of influence and strategic use of BizEquity's 29-page business valuation reports.

About Jay Pollack, Managing Principal, Laurus Wealth Strategies

Jay is a managing principal at Laurus Strategies for Wealth. With nearly 40 years of industry experience, he is a Chartered Life Underwriter (CLU) and a Chartered Financial Consultant (ChFC). Through the creative use of life insurance and other financial instruments, Laurus Strategies for Wealth helps clients maximize and preserve their wealth.

Jay discovered BizEquity through Guardian and has been an active user for over 10 months.

"We had been trying to engage with this business for several years with no success. It was the offer of a BizEquity valuation that motivated the business owner to get started."
- Jay Pollack, Managing Principal

- \$10M in life insurance placed
- \$350,000 in revenue generated
- Created legacy/estate plan
- Gained one of the largest engineering firms in Wisconsin as a client

Success Story: \$25,400,000 Real Estate Business

"I worked with a business owner for over five years and when I introduced him to BizEquity and helped him understand the value of his business, the relationship changed."

The Value of Succession Planning

How Jim Erben of Erben Associates Changes Relationships with Business Valuations



Case Study:
Jim Erben,
Principal,
Erben Associates

Industry of Business:
Owner:
Real Estate Developer

BizEquity Business Value:
\$25.4 million

"Using BizEquity has helped my practice close 5 business owning clients and bring in over \$100 million in AUM."

- Jim Erben,
Principal,
Erben Associates,

About Jim Erben,
Principal, Erben Associates

Jim is a nationally recognized expert in the area of exit planning for privately held business owners, as well as best practices, advanced wealth issues, and managed asset strategies. His firm, Erben Associates, offers no-nonsense, practical advice and step-by-step plans designed to help business owners transition their business and provide financial growth and security for their families so they can focus on day-to-day business affairs.

Strategy and Approach

Jim used the BizEquity platform to engage a long-time client in the Real Estate Development industry on his succession plan. Upon gaining an understanding of the true value of the business, the business owner committed to marketing and ultimately selling the business for the exact value provided by BizEquity. Once the transaction was complete, the owner invested the proceeds of the sale with Jim, and is happily retired and spending more time with his grandchildren.

\$12 million of new AUM

"I worked with a business owner for over five years and when I introduced him to BizEquity and helped him understand the value of his business, the relationship changed."

- Jim Erben, Erben Associates

- Jim used the BizEquity platform to engage a long-time client in the Real Estate Development industry on his succession plan.
- \$12M in AUM generated
- Using BizEquity has helped his practice close 5 business owning clients and bring in over \$100 million in AUM.

Whitepapers



WHY NOW?

Business valuation advice can be the key to unlock the door to your business owner relationships.

Jason Early, CRO @ BizEquity

Since BizEquity's inception, we've been amazed by business owners and their advisors who ask "Why do I need to know the value of my business?"

This may be less surprising, but in June of 2020 the question has shifted to "Why now?"

BizEquity was founded to democratize business valuation knowledge for the business owner. Business owners fuel our economy, they create jobs, they foster community, they are the lifeblood of the cities and towns we live in. So, it didn't seem fair that 98% of them don't know the value of their business.

The answers to the questions above are simple. As a business owner, virtually all of your outcomes depend on the value of your business, and as an advisor, how can you possibly provide advice to a business owner without knowing their value?

Let's take a look at why you need to know, and more importantly, why you need to know now.

1) You deserve to know.

As a business owner, we believe that you deserve to know the value you have created with your life's work. Moreover, we believe that valuation should not be:

- A one-time event
- Expensive
- Time consuming
- Highly intrusive
- Off-line

2) Informs critical decisions.

All critical decisions made as a business owner should be informed by the impact on the value. Business owners make decisions all day every day, but several times a year they are making key, strategic decisions for their business.

 (610) 263-7296  www.bizequity.com  info@bizequity.com

- Why now for business valuation?
- Leveraging COI relationships
- Coronavirus and Small Business Survival Guide
- Business owners and the importance of insurance

Certified Valuation Reports

When and How?

- Estate & Gift tax planning: If you are going through an estate planning exercise, and gifting shares of your privately held business to family members, the IRS may require a certified valuation report
- Divorce: In the event an owner is going through a divorce, and the business needs to be valued to understand overall net worth, the court may require a certified valuation of the business
- Partner dispute or Partner buyout: While this is not a situation that requires a certified report “by law”, often times it makes sense. If partners are not in agreement, and there is a buyout, often times hiring a third party for an independent unbiased and certified valuation of the business makes sense
- Reach out to support team to connect with Scott Gabehart (Chief Valuation Officer)
- Three years of tax returns and financials

BizEquity Client Success Team



Jack Oakes

Client Success Lead

P: (610) 263-7296

E: jack@bizequity



Mike Gola

Director, Strategic
Accounts

E: mgola@bizequity.com



Scott Gabehart

CVO (Chief Valuation
Officer)

E: scott@bizequity.com



James Wagner

Marketing &
Communications Man
ager

E: jmagner@bizequity.com



Jason Early

CRO (Chief Revenue
Officer)

E: jason@bizequity.com



**BizEquity Support
Contact Information**

P: (610) 263-7299

E: support@bizequity.com