

BASIC VALUATION MULTIPLES

3-4x Adjusted EBITDA¹

2-2.5x SDE² + Inventory

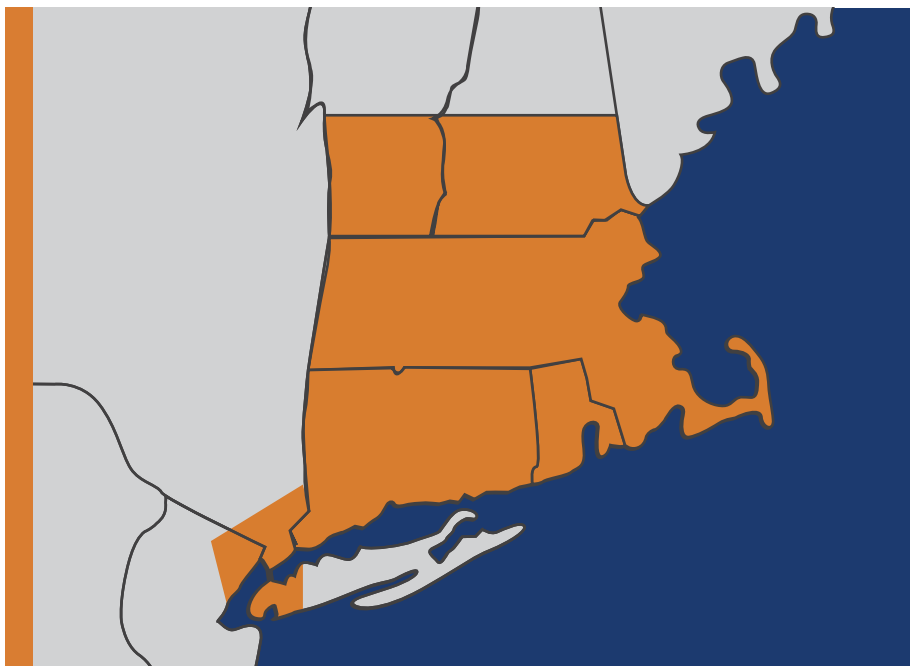
KEY VALUATION FACTORS

	BUYER CONCERNS	IMPACT ON SALE
BUSINESS MIX	Diversified event services and environmentally friendly options increase revenue.	<ul style="list-style-type: none"> Seasonal cash flows created by limited event services lowers multiples Cost effective green event options increase multiples
CUSTOMER CONCENTRATION	Revenues rely on a few key customers within a few industries.	<ul style="list-style-type: none"> Higher multiples when no customer accounts for more than 10% of sales Deferred payment terms and fewer willing buyers for high concentrations
EMPLOYEE RETENTION	Retaining qualified staff is critical. Risk of staff leaving and taking clients.	<ul style="list-style-type: none"> High employee retention rates and repeat clients increase multiples Deferred payment terms for customer relationships dependent on owner
TECHNOLOGY	Social media, mobile and other technologies are increasingly important to event experience.	<ul style="list-style-type: none"> Integrating technology and attendee engagement practices increase multiples Poor attendee engagement and limited technology use lowers multiples
OTHER IMPORTANT CONSIDERATIONS	Industries Served Management Revenue Growth	Customer Retention Economic Conditions Capital Expenditures


These are only a few variables and do not constitute a complete valuation. Contact us for a no charge, no obligation **Opinion of Value** that defines our view on the current business valuation and the terms under which it would be sold.

COMPANY OVERVIEW

VR Business Sales New Haven represents owners of businesses valued between \$500,000 and \$25 million or with annual revenues from \$1 million to \$25 million. Operating within a wide range of industry segments, the office provides exceptional merger and acquisition advisory services to companies operating within a wide range of industry segments in Connecticut, Southern New England and Metro NY. Independently owned and operated.



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Jeff has over thirty years of business experience including positions in engineering, manufacturing, marketing, business startup and acquisition. He owned and operated an import/export firm as well as a manufacturing company. Jeff offers a wealth of practical experience when advising clients on selling or buying a business and brings a level of professionalism to the process that makes him one of the best recognized and most admired business intermediaries in Connecticut. Jeff is one of the few business brokers in New England that has secured the prestigious designations of Certified Business Intermediary (CBI) from the International Business Brokers Association (IBBA) and a Mergers & Acquisition Master Intermediary (M&AMI) from M&A Source. He is also a member of the Board of Directors for M&A Source.

