

BASIC VALUATION MULTIPLES

3-6x Adjusted EBITDA¹

2-3x SDE²



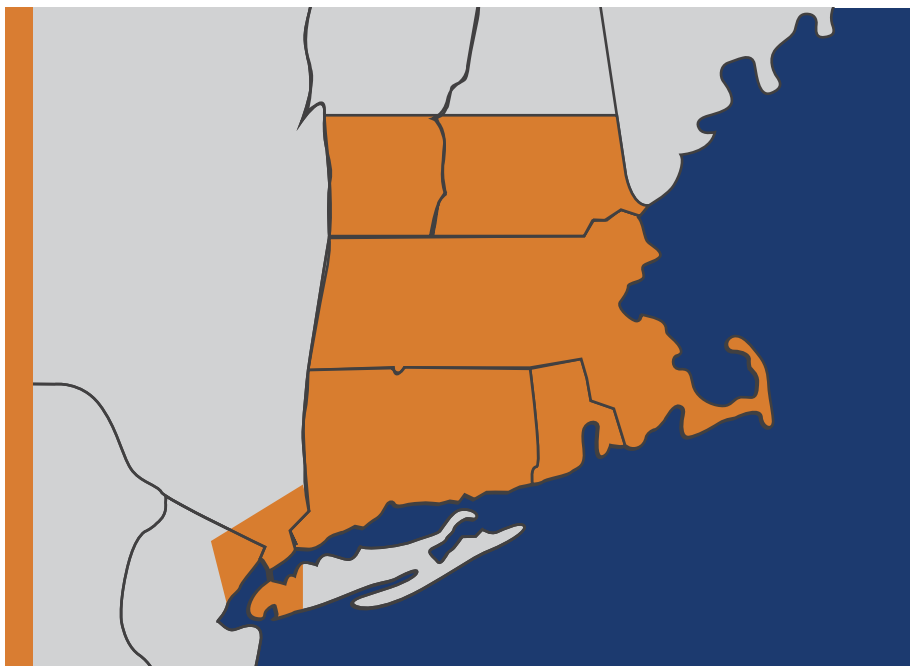
KEY VALUATION FACTORS

	BUYER CONCERNS	IMPACT ON SALE
CERTIFICATIONS & PACKAGING	Certified food options, e.g. organic and non-GMO, and green packaging make products more marketable.	<ul style="list-style-type: none"> Green packaging and certified food options increase multiples Lower multiples for lack of certifications or poor package design
FOOD & WORKPLACE SAFETY	Injury-prone job industry, raises costs. Food recalls detrimental to profits.	<ul style="list-style-type: none"> Safety initiatives with history of relatively low work-related injuries increase multiples History of food contamination and recalls impacts multiples
CUSTOMER CONCENTRATION	Revenues rely on a few customers and key relationships are dependent on owner.	<ul style="list-style-type: none"> Higher multiples when no customer accounts for more than 10% of sales Deferred payment terms and fewer buyers Long-term contracts offset concerns of customer loss
MANAGEMENT	Quality of management team and systems.	<ul style="list-style-type: none"> Well-rounded management increases multiples Deep technical staff will enhance multiples Overdependence on owners lowers multiples Good financial management and reporting systems increase multiples
OTHER IMPORTANT CONSIDERATIONS	Marketing Customer Service Revenue Growth	Reputation Markets Served 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.

