



40 Stevens Road • Middlebury, CT 06762
(203) 758-2478 • (203) 565-5104 {Cell}

www.rivogroup.com

Dear Business Seller;

Are you **selling your business**? This is not such a bad idea in these tumultuous times but **BEWARE!!!** All too often when the economic climate is uncertain, homeowners, business owners and consumers in general adopt a “Do it Yourself” posture in an effort to save money. Read the “True Story” on the M&A page of the RCG Website.

DO NOT SELL YOUR BUSINESS BY YOURSELF! You don’t have to go it alone and risk leaving money on the table or handling your disassociation improperly. You need someone versed in mergers and acquisitions.

- Can you adequately evaluate your business?
- Do you know the cost of your money over time and the damage done to lost deals or lowering your price?
- Can you effectively negotiate with buyers from a position of strength rather than emotion and urgency?
- Can you effectively ascertain the efficacy of potential buyers’ ability to purchase?
- Do you have time and patience to deal with “tire-kickers” or even “data-miners (spies)”?
- Are you comfortable discussing terms and conditions with potential buyers and UCC Liens?
- Do you have an effective NDA and policy in place before releasing financial data to potential buyers?
- Can you adequately develop a communication plan for your existing employees?

If you answered “NO” to any of the above questions or if these questions sparked other concerns regarding one of the most important transactions of your life, you **MUST** consider a company experienced with M&A!

The Rivo Consulting Group has a rich history of amicably bringing buyers and sellers together. We are not a national chain or franchise of “brokers”. In fact, we are selective about the businesses we work with. We are independent business people rooted right here in Connecticut, who understand the expectations of entrepreneurs like yourself and truly CARE about preserving your best interests. Our commission is fair; many times lower than average and we are so confident in our abilities, we do not even insist on exclusivity!

Of course we work for sellers but we want to make sure buyers are treated well too. Our longstanding record of honesty and integrity with both buyers and sellers is reflected in the book of repeat clients we have – both buying AND selling! Please keep this in mind if you’re looking to re-invest in another business enterprise.

I invite you to contact me and let our years of experience and contacts go to work for you.

Best regards,

Eric W. Voide, CEO
Rivo Consulting Group
eric.voide@snet.net

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