Exit Planning Report

Exit Planning & Liquidity Strategy for Business Owners

Designed for Closely Held Companies ($5M+ Revenue | $1M+ EBITDA)

Executive Overview

For business owners, your company is often your **largest and most illiquid asset**. Converting that value into **personal wealth and liquidity**—while maximizing valuation—requires more than a transaction. It requires a **strategy**.

InVestra Financial Services, supported by a team of **Certified Exit Planning Advisors (CEPA®)**, specializes in helping owners of closely held companies prepare for **institutional capital events and strategic exits**.

Our focus:

- Businesses with **$5M+ in revenue and $1M+ EBITDA**
- Strong, scalable operations
- Established management teams capable of operating independently

The Exit Planning Challenge

Many business owners face common obstacles:

Overconcentration

- Majority of net worth tied to the business

Lack of Exit Readiness

- No formal transition or succession plan
- Limited buyer positioning

Valuation Gaps

- Business not structured to command premium multiples

Liquidity Timing Risk

- Uncertainty around when and how to exit

InVestra's CEPA-Driven Approach

Our CEPA-certified advisors follow a disciplined framework focused on:

1. Value Acceleration

- Identifying and enhancing key value drivers
- Improving EBITDA quality and consistency
- Aligning financials with buyer expectations

2. Exit Readiness

- Preparing the business for due diligence
- Strengthening leadership and governance
- Reducing owner dependency

3. Wealth Planning Integration

- Coordinating business exit with:
  - Personal financial planning
  - Tax strategy
  - Estate and legacy goals

Outcome:
A coordinated plan that maximizes both **enterprise value and personal wealth capture**.

What Strategic Buyers Are Looking For

Institutional and private equity buyers prioritize:

Strong Financial Performance

- Consistent EBITDA ($1M+ minimum)
- Predictable cash flow

Scalable Operations

- Systems and processes that support growth

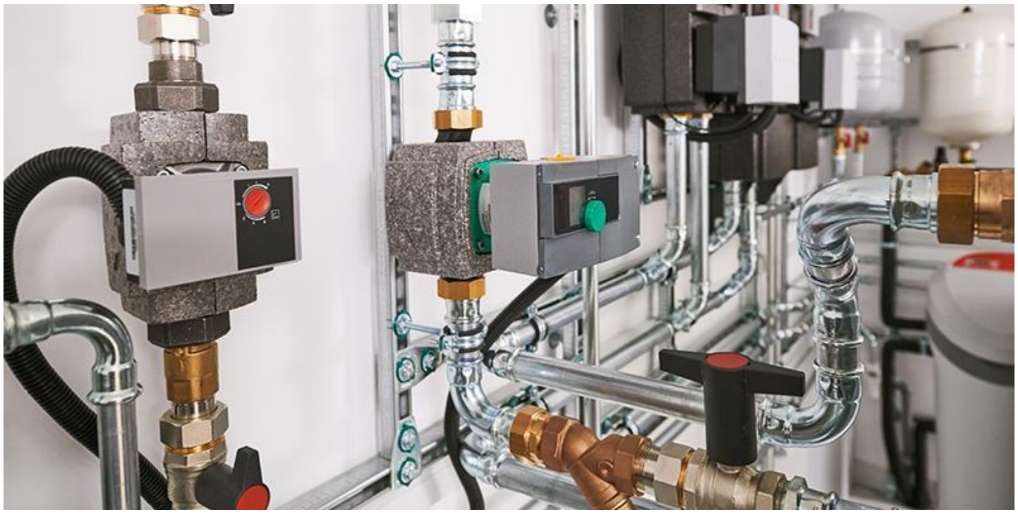
Independent Management

- Leadership team that can operate without the owner

Industry Tailwinds

- Sectors with fragmentation and consolidation opportunity

High-Demand Sectors for Liquidity Events



Certain industries are experiencing **accelerated institutional investment and acquisition activity** due to fragmentation, recurring revenue, and scalability.

1. HVAC (Heating, Ventilation & Air Conditioning)

- Recurring service contracts
- Essential services with stable demand
- Highly attractive for private equity roll-ups

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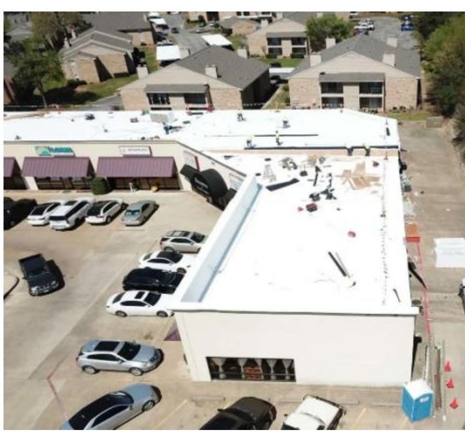
2. Roofing

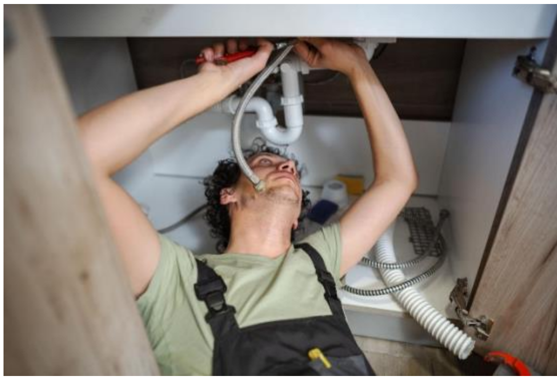


- Insurance-driven demand cycles
- Fragmented market with consolidation potential
- Scalable regional growth models

3. Construction Services

- Strong infrastructure and development tailwinds
- Opportunities for specialization and niche dominance
- Attractive to strategic and financial buyers

4. Plumbing



- Recurring service and emergency demand
- High margins with operational efficiency
- Strong fit for multi-location expansion strategies

Why These Industries Move Faster

These sectors consistently attract **institutional capital** due to:

- **Fragmentation** → Opportunity for roll-ups
- **Recurring Revenue** → Predictable cash flow
- **Essential Services** → Economic resilience
- **Scalability** → Platform expansion potential

👉 Result: **Faster liquidity timelines and competitive valuations**

InVestra’s Exit Strategy Framework

Phase 1: Discovery & Valuation Benchmarking

- Business valuation assessment
- Identification of value gaps

Phase 2: Value Enhancement

- Operational and financial improvements
- Management team development

Phase 3: Market Positioning

- Preparing for strategic or private equity buyers
- Positioning for premium multiples

Phase 4: Liquidity Event Execution

- Coordinating with investment bankers and legal teams
- Structuring tax-efficient transactions

Phase 5: Post-Exit Wealth Strategy

- Diversification of proceeds
- Income planning
- Legacy and estate structuring

Liquidity Without Immediate Exit (Optional Strategies)

Not every owner is ready to sell immediately. InVestra provides interim strategies:

- **Partial recapitalizations**
- **Minority equity investments**
- **Dividend recap strategies**
- **Structured liquidity events**

Outcome:
Access to capital while retaining ownership and upside potential.

What This Means for You

By partnering with InVestra, you gain:

Clarity

A clear roadmap from current state to exit readiness

Control

Strategic timing of your liquidity event

Value Maximization

Positioning your business for premium valuation

Risk Reduction

Reducing dependence on you as the owner

Wealth Transition

Converting business value into personal financial security

Ideal Client Profile

You are a strong fit if you:

- Own a closely held business with:
  - **$5M+ revenue**
  - **$1M+ EBITDA**
- Operate in a service-based or scalable industry
- Have (or are willing to build) a capable management team
- Are considering:
  - Selling in the next 2–7 years
  - Bringing in institutional capital
  - Creating partial liquidity

Why InVestra

- CEPA-certified exit planning expertise
- Deep understanding of **strategic buyer expectations**
- Experience in **high-demand service industries**
- Fully integrated approach across:
  - Business strategy
  - Tax planning
  - Personal wealth management

Next Steps

Your business represents years—often decades—of work. The transition should be **intentional, strategic, and optimized**.

Confidential Exit Planning Consultation

We invite you to schedule a confidential discussion to explore:

- Your current business value
- Exit readiness and timing
- Opportunities to enhance valuation
- Liquidity strategies aligned with your goals

InVestra Financial Services
Building Value. Creating Liquidity. Securing Your Legacy.