

Why Sell Your Business with InVestra?

A Strategic Partner for Maximizing Value, Liquidity, and Legacy

Executive Perspective

Selling your business is one of the most significant financial decisions you will ever make. It is not just about finding a buyer—it is about:

- **Maximizing enterprise value**
- **Structuring the transaction efficiently**
- **Converting business wealth into personal wealth**
- **Protecting your legacy and future lifestyle**

InVestra Financial Services is not a broker. We are your **strategic advisor before, during, and after the transaction**—focused on ensuring you achieve the best possible outcome.

1. We Start Where Most Advisors Stop: Before the Sale

Most firms engage **after you decide to sell**.

InVestra begins **years in advance**, focusing on:

- Increasing EBITDA quality
- Strengthening operational systems
- Building a management team that reduces owner dependence
- Positioning your company for **premium valuation multiples**

👉 **Result:** You don't just sell—you sell at a higher value.

2. CEPA-Certified Exit Planning

Our team includes **Certified Exit Planning Advisors (CEPA®)**, trained specifically in:

- Value acceleration
- Exit readiness

- Owner readiness

We follow a structured methodology to align:

- Business value
- Personal financial goals
- Exit timing

👉 **Result:** A coordinated plan—not a reactive transaction.

3. We Know What Strategic Buyers Want

Institutional buyers (private equity and strategic acquirers) look for:

- Predictable, recurring revenue
- Strong EBITDA (\$1M+)
- Scalable operations
- Independent management

InVestra prepares your business to meet—and exceed—these expectations.

👉 **Result:** More buyer interest, stronger negotiating position, and better deal terms.

4. Access to High-Demand Buyer Markets

We focus on sectors attracting **institutional capital and fast liquidity events**, including:

- HVAC
- Roofing
- Construction services
- Plumbing

These industries are:

- Highly fragmented
- Scalable
- Recurring-revenue driven

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

5. We Maximize Value—Not Just Price

A higher sale price doesn't always mean more money in your pocket.

We focus on:

- Tax-efficient deal structuring
- Equity rollovers (when appropriate)
- Earnout optimization
- Risk mitigation

 **Result: Higher net proceeds after tax and fees**

6. Liquidity Options Before You Sell

You may not need—or want—to sell 100% today.

InVestra provides:

- Partial recapitalizations
- Minority equity investments
- Dividend recap strategies


 **Result: Access liquidity now while maintaining ownership and upside.**

7. We Integrate Your Personal Wealth Strategy

Most advisors stop at the transaction.

InVestra connects your exit to:

- Investment strategy
- Retirement income planning
- Estate and legacy structuring
- Tax optimization

 **Result: Your business wealth becomes long-term financial security**

8. We Reduce Your Risk

Selling a business involves risks:

- Timing risk
- Market risk
- Buyer risk
- Tax risk

We proactively manage these through:

- Structured planning
- Scenario modeling
- Diversification strategies

👉 **Result:** A smoother, more predictable outcome.

9. You Stay in Control

Without a plan, business owners often:

- React to unsolicited offers
- Accept suboptimal terms
- Sell too early—or too late

With InVestra:

- You define timing
- You control the process
- You negotiate from strength

👉 **Result:** A sale on your terms.

10. One Team, One Strategy

Typical exit process:

- Investment banker
- CPA
- Attorney

- Financial advisor

Often working in silos.

InVestra coordinates everything, ensuring:

- Alignment across all advisors
- Consistent strategy
- No gaps in execution

👉 **Result:** A seamless, integrated experience.

The InVestra Difference

Traditional Approach	InVestra Approach
Transaction-focused	Strategy-driven
Reactive	Proactive
Siloed advisors	Integrated team
Sell when ready	Prepare, then sell at peak value
Focus on price	Focus on net outcome

The Bottom Line

Selling your business is not just an event—it is a **process that should be engineered for maximum outcome**.

InVestra helps you:

- Build value before the sale
 - Structure the deal intelligently
 - Unlock liquidity strategically
 - Preserve and grow your wealth after the exit
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Closing Thought

The real question is not:

“Who will help me sell my business?”

It is:

“Who will help me get the most out of everything I’ve built?”

Next Step

Confidential Exit Strategy Consultation

Let’s evaluate:

- Your current business value
 - Your readiness for a liquidity event
 - Opportunities to increase valuation
 - Your personal financial goals post-exit
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InVestra Financial Services

Maximize Value. Create Liquidity. Secure Your Legacy.