

Pacific Crest Group and Alliance Counsel

Pacific Crest Group and Alliance Counsel to Speak on “Buying, Dying, or Selling? 10 Ways to Increase the Value of Your Business”

Leading Business Strategist and Legal Expert Explain How Entrepreneurs Can Rethink their Exit Strategy for Maximum Returns

LARKSPUR, Calif. (November 12, 2010) – Every entrepreneur needs an exit strategy, and in the current economy it's more difficult than ever to assess the market value of a company and develop a strategy for a secure retirement. In a special business seminar, TJ Van Voorhees, cofounder of Pacific Crest Group (www.pcg-services.com), and Danny Krebs, a partner with San Francisco firm Alliance Counsel LLP (www.alliancecounsel.com), will show business owners how to assess and maximize the value of their operation and prepare their business for possible sale. The free breakfast seminar entitled “Buying, Dying, or Selling? 10 Ways to Increase the Value of Your Business” is scheduled for Thursday, November 18, at 8:00 a.m. at the Wood Island Office Complex, 80 East Sir Francis Drake Blvd., Larkspur.

Van Voorhees has been helping Bay Area businesses increase the efficiency and value of their operations for nearly two decades. During the presentation, he will provide insights into how to assess the current value of your business, and how to map that valuation to your personal retirement strategy. Van Voorhees also will review the pros and cons of investment versus strategic purchase for valuation, and offer 10 proven ways to enhance the value of your company. Krebs also will provide insight into the legal elements to consider to make your company attractive to a potential buyer, and how to ensure that a transaction is completed smoothly at an optimal price.

“Entrepreneurs are usually so focused on day-to-day operations that they overlook long-term objectives, especially their endgame,” said Van Voorhees. “Preparing your company for sale takes time, years in fact, and it's something every business owner should be thinking about as part of their everyday strategy. In this presentation I want to offer a few simple, easy-to-follow principles that every entrepreneur needs to embrace to ensure a successful sale when the time comes.”

For example, Van Voorhees notes that many entrepreneurs tend to be too ingrained in everyday operations, so the business becomes too reliant on the owner. Creating standalone, independent business processes makes success transferrable. The company also needs to be able to show clean financials, consistent EBITDA, and have clear planning with a specific buyer or exit strategy in mind. Van Voorhees also suggests assembling a SWAT team of experts to assist with exit planning, including financial and insurance experts, estate planners, legal counsel, and other specialists.

To register for the free seminar, “Buying, Dying, or Selling? 10 Ways to Increase the Value of Your Business,” contact
Cole McGowan,

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About Pacific Crest Group

Pacific Crest Group works with entrepreneurial organizations to help them unleash their potential by eliminating the friction and chaos caused by business processes. Founded by a team of entrepreneurs with expertise in accounting, finance, and billing administration, Pacific Crest Group has built its reputation by identifying organizational needs and opportunities for improvement, and optimizing financial procedures, computer systems, and human resources so clients can focus on their core business. Pacific Crest Group approaches financial and business management like a consulting physician, with an understanding that some problems can be isolated and fixed while others need a more holistic approach. The result is eliminating obstacles such as broken financial processes or cumbersome IT systems so clients can focus on business growth.

The firm is based in Larkspur, California. For more information, visit Pacific Crest Group online at www.pcg-services.com.