

# STRATEGIC ADVISORY NETWORK

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## HISTORY & INTRODUCTION

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You have put your blood, sweat and tears into imagining implementing, nurturing and growing your business.

Maybe it was a way to combine your life passion with your skills and talent. Maybe it was a way to carry on a rich family tradition started by your parents—or theirs. Maybe it was your solution to a problem, and your way of making a positive impact on others' lives. No matter how you got here, your business is likely one of the most significant assets that your family owns, both financially and emotionally.

- What's next for your business?

Perhaps a liquidity event? A transfer to the next generation? Growth capital for business expansion? Whatever your short- and long-term goals, you should consider strategic alternatives to help you protect what you've built and ensure financial security for you and your family

- Strategic Advisory Network (SAN)

SAN is a selective consortium of investment banks which, in the aggregate, offer a broad spectrum of investment banking capabilities. Created to support entrepreneurs and owners of privately-held businesses, these banks offer deep experience and broad coverage in geography, deal size and sector knowledge

## TIMING & THE MARKET

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The time is now.

Timing is a key element of a successful transaction, and the overall environment for deals today is excellent.

Strong valuations, above-average multiples, positive lending conditions and an abundance of liquidity from both private equity and strategic buyers create favorable conditions. In many cases, market dynamics have created opportunities for business owners to achieve liquidity through minority sales or leveraged recaps while allowing them to maintain control and continue running the business. However, the market and these positive conditions can change.

If you are considering a transaction within the next two or three years, you should educate yourself now and explore the options available to you. The HighTower strategic investment banking partners can put you in position to help you make a well-informed decision and capitalize on opportunities for both your business's and your personal outcome.