



NABIP Mergers & Acquisitions
Discover the Value

The M&A Minute

in partnership with Rosen Advisory

An agency owner recently shared that they were told by a large M&A firm that they could get his agency a higher purchase price than smaller advisory firms because they are “one of the largest in the industry” and “have clout with buyers.”

Buyers will not pay you more for your business based on who you use as your advisor. That would be unethical, because it means the advisor is somehow coercing the buyer with their clout and, in turn, the buyer feels they owe the advisor something to keep deals coming their way.

Buyers will pay more for your firm when your advisor:

- makes sure your firm is optimally positioned with a sound financial model
- helps you articulate a sound plan for the stability of the business and growth
- ensures buyers fully understand your team’s potential to add value to their business
- negotiates effectively on your behalf

Of course, these skills can be found at advisory firms of all sizes.

I know there are many readers of this blog who buy agencies. Do you agree or disagree with this post? Anything to add? Your thoughts and [feedback](#) are welcome.

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