



The Business Value Builder Program™

Pre-Game Planning Program

A 3-phase planning program offered by the M & A Quarterback gives business owners a vivid picture of where they are, where they are headed, and how to get there.

Phase 1 Real World Business Valuation

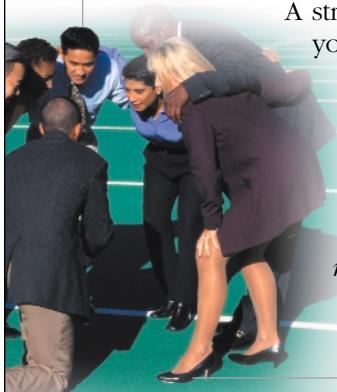
A realistic evaluation of your business “through the eyes of a buyer” to help you answer the question: *Where am I today?*

Phase 2 Roadmap to Financial Independence

A comprehensive analysis of your current and future financial resources and anticipated needs to help you answer the question: *How far am I from financial independence?*

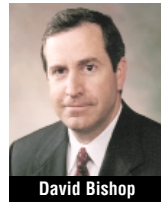
Phase 3: Business Value Builder Program

A strategic analysis of your business “through the eyes of a buyer” to help you answer the question: *How can I improve my business to reach my target value?*



M&A Quarterback is a program designed to help business owners coordinate all the financial, legal and marketing aspects of selling a business:

- Pre-sale planning
- Valuation
- Tax planning
- Marketing and finding the buyer
- Negotiating and closing the sale



David Bishop

The M & A Quarterback program was created by David Bishop in cooperation with Bishop & Company, *Investment Bankers and Mergers and Acquisitions Advisors*, and Bishop, Capitano & Abner, *Attorneys at Law*. All legal services are provided by Bishop, Capitano & Abner.

For more information on the the Pre-Game Planning Program or any other services offered by the M & A Quarterback call us at 704-442-8875 or visit us at www.bishop-company.com.



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The Business Value Builder Program™

Coordinating all the financial, legal, & marketing aspects of your Mergers and Acquisitions game plan



The Purpose

Do you ever wonder what you need to be doing today to make your business more valuable tomorrow? Bishop & Company's Business Value Builder Program™ is designed to identify key factors that drive the value of your business. A plan is then developed with a performance measurement system to help you measure your effort and success in managing these key factors. By following a systematic plan focused on these critical success factors you will be able to build your business and achieve your lifetime financial and business goals.

“With Business Value Builder you will know what you need to do to build the value of your business and you will have systematic plan to help you focus on the factors critical to success.”

Why Now?

You might wonder why you need the Business Value Builder Program™ if you are satisfied with your business and don't plan to sell for years. Yet, if you expect to realize the full value of your business when you sell or retire, you must start building its value today. Understanding how future buyers will perceive your company and its strengths and weaknesses will give you clear direction and help you formulate a solid plan to build the value of your business.

What's Involved?

The Business Value Builder Program™ is a custom-designed plan for you and your business that will help you reach your *Target Business Value* as determined by the Real World Business Value™ and Roadmap to Financial Independence™. We will work with you to identify critical factors—both financial and nonfinancial that will determine the future success of the business. You will then be able to develop a plan for reaching your *Target Business Value* within the time frame you desire.

What You Will Get

You will receive a Business Value Builder Report™ which will identify the critical steps to increasing the value of your business. We will discuss with you our methodology and conclusions and help you to understand the financial and nonfinancial factors that determine value. We will also help you implement a monitoring plan to track your results so that you can stay focused on your plan. With a concrete plan and a tracking system you will know just what you need to do to reach your goal of financial independence.

What's So Important About the Business Value Builder Program™?

The Business Value Builder Program™ will help you:

Make sound decisions on how to grow your business

Stop procrastinating and commit you and your company to a deliberate growth path

Start today on a systematic and realistic plan to build your business

