

Deriving the Highest Return from the Sale of Your Business



POSITIONING FOR A SUCCESSFUL EXIT

2023 Buy-Sell Market Landscape ... Cautious Optimism or Impending Disruption?

Whether you are in growth mode or just reaping the rewards that come from an established, mature operation, it is important to always have a strong pulse on your business value as well understanding the factors that will enable you to build future value. The goal this of guide is to assist you in positioning your operation to capture the highest return on your investment – either through continued value creation or planning a well-executed exit strategy when your timing is right. Thank you in advance for taking your valuable time to read on...

Market Outlook

The impact of Covid-19, supply chain disruptions, skilled labor challenges, war in Europe, and other such events over the past 24 months has not deterred the vibrancy of the deal market. Despite these challenges, the last several years have been one of most active and vital buy-sell periods in business history. Granted there has been unprecedented government stimulus, but the power of the free market system and capitalism has been tested and has passed ... thus far.

It's always easier looking backward than forward, but 2023 is undoubtedly a more challenging landscape than we have witnessed in some time. Inflationary stubbornness, swift, aggressive interest rate hikes, rattled customer confidence, and the prospect of a looming recession have markets on a roller coaster ride. All of these adverse influences are tempered by the resiliency of the labor market, lingering supply shortages which help underpin healthy demand, and ample capital availability albeit at more expensive terms. If there is a recession, the underlying fundamentals would suggest it is likely to be weaker in magnitude and shorter in duration. I continue to see strong opportunities for established businesses with proven cash flow.

Half Full or Half Empty?

Of course, the answer depends on your perspective ... but no matter how you answer this question most agree the 2023 glass is cloudy and the ride will be bumpy. Some key market drivers I will be watching:

- **Owner Demographics** — There are over 700,000 business owners in the USA and 51% of those are aged 55 years or older. A staggering 41% of these owners are expected to sell in the next 5 years. Recent strong financial results, future economic uncertainty, and aging demographics are combining to motivate more sellers to consider exit timing.
- **Political Stability** — With Democrats retaining the Senate and Republicans taking control of the House, a split Congress should result in fewer significant regulatory changes over the next two years, bringing some predictability to the buy-sell market.
- **Ample Capital** — Banks and private equity firms are well capitalized ... supply will not be an issue; the rising cost of money will be.
- **Rising Interest Rates & Inflation** — The swords that tame inflation are higher interest rates and controlled spending. The Fed is doing its part but how far and for how long will they go and will they be able to manage inflation while navigating a safe landing? Interest rates are at historical levels but buyers are feeling the hangover from a heavily discounted landscape.

- **Evolving Supply Chain** — The supply chain seems to be moving from “just in time” to “just in case.” Inventories are slowly increasing as higher operating costs lead to higher prices and suppression of consumer demand. Inventory-reliant market participants may need to quickly shift from having “too little” inventory to “too much.”
- **Seller Market Waning** — As seller profit pressures mount and borrowing costs are higher, buyers are becoming more bashful. Profitable businesses in attractive categories in shorter supply are still underpinning a seller’s market but less so than last year.

If This Your Year to Exit...

In 2023, buyers will become more discerning, negotiations will be more challenging, due diligence will be more intense, and deal timing more protracted. What is the most confidential, profitable, expedient, and stress-free way for a business seller to exit in the coming year?

Choose an experienced, trusted advisor who will help you navigate the complexities of the business valuation, highlight your business value in a compelling marketing package, identify and qualify buyer prospects (while protecting your confidentiality), and assemble a professional deal team that will deliver a successful closing that delivers on your exit goals. The first step in the process is a “no cost / no obligation” private consultation to review your situation, discuss your forward goals, and outline your options.

Thanking you in advance for your time, interest, and the opportunity to partner with you in 2023.



Managing Director/M&A Advisor
Murphy Business & Financial, LLC



Effectiveness, Speed and Scale Scoreboard – 2022

	Industry	Murphy Business	Hal Feder
Closing Ratio	20%	48%	63%
Listing to Closing Time	12 months	9.7 months	12 months
Average Deal Size	\$250,000	\$1,169,899	\$3,153,333

- Multi-Million Dollar Sales Club
- Top Producer -- #2 National Ranking – Murphy Business & Financial Services
- Certified M&A Professional Accreditation / Master of Business Administration
- Carolinas-Virginia Business Broker Association Board Member

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Small Business Facts

What is a Small Business?

500

A small business is an independent business with fewer than 500 employees.

Motivation for Opening a Small Business

Ready to be your own boss	48%
Dissatisfied w/ Corporate America	61%
Wanted to pursue your passion	31%
Opportunity presented itself	21%
Other	14%
Not ready to retire	23%
Laid off/job outsourced	23%

Top 3 Challenges for Small Business Owners



Lack of Capital/
Cash Flow



Recruiting/Retention
of Employees

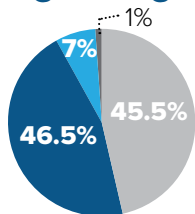


Product
Demand

Happiness Level of Small Business Owners

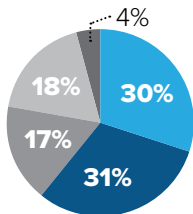
Very Unhappy	5%
Somewhat Unhappy	10%
Neutral	10%
Somewhat Happy	36%
Very Happy	39%

Age Range



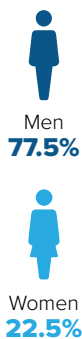
■ Gen X
■ Boomers
■ Millennials
■ Gen Z

Education



■ High School/GED
■ Assoc. Degree
■ Bach. Degree
■ Master's Degree
■ Doctorate

Gender

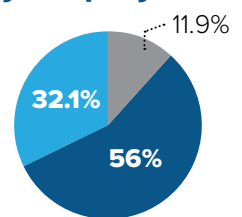


65%

of respondents said
their business was
currently profitable.



Small Business by Employees

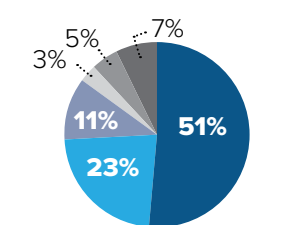


■ 1-4 Employees
■ 5-19 Employees
■ 20+ Employees

33.2M Small Businesses in the United States

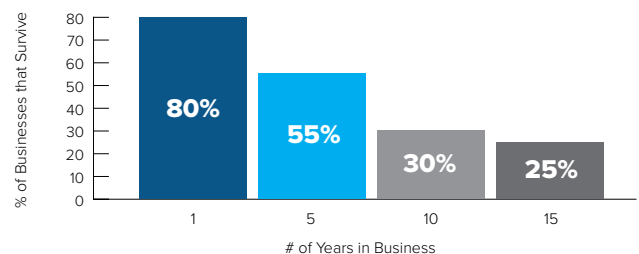


Years in Business

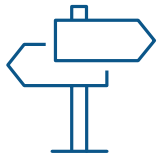


■ 0-5
■ 6-10
■ 11-15
■ 16-20
■ 20+
■ open soon

Small Business Survival Rates



Market Facts/Why Owners Sell



47%

of business sellers have never sold a business.

Source: Businessforsale.com



44%

of buyers are first time business owners.

Source: Businessforsale.com



9-12 months

is the average timespan in which a business sells.

Prepare to Sell: 1-2 months

Listing to Offer: 6-9 months

Offer to Closing: 2-3 months

Source: Murphy Business Sales



65% – 75%

of small companies in the U.S. will go up for sale in the next decade.

Source: Pew Research Center

Reasons Why Owners Sell

Retirement	34%
New Challenge/Boredom	24%
Moving	22%
Other Interests	12%
Always Planned to Sell	12%
Health, Illness, Death	10%
Divorce, Partnership Split	2%

Source: Businessforsale.com (Note: Some respondents gave more than one reason for selling)

What Makes a Business Valuable?

Internal

- Cash Flow
- Strong Management Team
- Clean Financials
- Loyal Customer Base
- Steady Growth Curve
- Market Longevity/Tenure
- Brand Name Recognition / Equity
- Customer Engagement and Contact Lists
- Diversified Revenue & Customer Base
- Attractive Facility and Location
- Business Not Dependent on Owner
- Growth Potential

External

- Growing Economy
- Attractive Interest Rates
- Capital Accessibility
- Affordable Real Estate
- Customer Demographics
- Competitive Density
- Social Image/Technology
- Nimbleness/Speed to Supply Base
- Favorable Government Policies
- Labor Pool
- Attractive Business Category
- Attractive Financing Package

What Makes a Successful Business Owner?

- Self Motivation
- Self Belief
- Growth Mindset
- Risk Acceptance
- Tenacity and Drive
- Decisive and Persuasive Mindset
- Strong, Ethical Leadership
- Humbleness
- Flexibility and Open Mindedness
- Vision and Passion
- Business Acumen
- Strong Peer Network
- Overcoming Fear

Preparing for the Sale



Financial Statement

Reporting consistency, accuracy, and identifying/planning for allowable “add-backs” during the cash flow re-casting process.



Working Capital

Liquidity health and managing frozen capital in inventory and receivables. Assessing the value of equipment and other assets that will be central in the transfer. An independent parts inventory and equipment appraisal before the sale can remove a lot of negotiation hassle and save time when you go to market.



Management Team

Maintaining and building a successful, results-oriented team will add value at the closing table. Invest in training and succession planning.



Corporate Housekeeping

Reviewing corporate structure, policy guidelines, regulatory, and legal issues for compliance and good order.



Tax Planning

Setting up for the management of tax liability associated with the sale. It is wise to consult with deal structuring professionals and have a point of view for the allocation of the purchase price prior to listing the business.



Facility

Ensure proper maintenance, condition and appearance issues, and environmental compliance are in order. An independent real estate appraisal before the sale can remove a lot of negotiation hassle and save time when you go to market.



Transition & Handover Process

Managing the speed and nature of the exit, degree of seller involvement in the new ownership transition, and seller financing (if applicable). Any sale will also require the signing of a Non-Compete Agreement.



Deal Team

Assembling the right professionals to achieve your exit goals (legal, tax, wealth, business broker).



Your Next Challenge or Past Time

Moving from the fast-paced world of business ownership is not an easy task. Before deciding to sell, have a plan for how you will spend your time post-ownership.

Determining Value

Any business transaction involves evaluating: 1) Investment; 2) Return; and 3) Risk.

Porter's Five Forces was developed in 1979 by Harvard professor Michael E. Porter, and is a valuable tool for understanding the competitive structure of a given business category. It is based on the observation that, given that all companies evolve in a competitive environment, differentiation is essential if businesses want to attract and retain customers, generate above market average returns, and deliver profitable growth. When evaluating a buy-sell target, it is important for both sellers and buyers to understand the factors that impact risk to future cash flow.

1 Rivalry Among Existing Competitors

- Number of Competitors
- Diversity of Competitors
- Industry Concentration
- Industry Growth
- Quality Differences
- Brand Loyalty
- Barriers to Exit
- Switching Costs

2 Bargaining Power of Suppliers

- Number and Size of Suppliers
- Uniqueness of Each Supplier's Product
- Focal Company's Ability to Substitute

3 Threat of Substitute Products

- Number of Substitute Products Available
- Buyer Propensity to Substitute
- Relative Price Performance of Substitute
- Perceived Level of Product Differentiation
- Switching Costs



5 Threat of New Entrants

- Barriers to Entry
- Economies of Scale
- Brand Loyalty
- Capital Requirements
- Cumulative Experience
- Government Policies
- Access to Distribution Channels
- Switching Costs

4 Bargaining Power of Buyers

- Number of Customers
- Size of Customer Order
- Competitor Differences
- Price Sensitivity
- Buyer's Ability to Sub
- Buyer's Information Ability
- Switching Costs

Value Drivers and Risk

Value Driver	Higher Risk	Medium Risk	Lower Risk
Product Demand	Low Demand	Some Demand	High Demand
Business Growth	Low	Steady	High & Steady
Market Share	Small Player	Average Player	Market Leader
Profits	Unstable	Consistent	Strong
Management	Understaffed/ Low Tenure	Competent/ Some Tenure	Experienced Pros/ Long Tenure
Financial Reporting	Owner Compiled	CPA Reviewed	Audited
Customer Concentration	One or Two Large	Several Large	Diversified
Litigation Record	Some	Occasionally	None in Years
Industry Outlook	Shrinking	Steady	Growth
Competitive Density	Many Competitors	Several Competitors	Few Competitors
Capital Intensity	Large Annual Budget	Periodic Investments	Fewer Investments
Degree of Technology	Fast Pace	Medium Pace	Slower Pace

How Companies are Valued

Different Business Valuation Methods (pros and cons to using each method):

1. Asset Based – net asset value or fair market value of the business assets
2. Market Based – leverages comparable business transactions in the same category
3. Income Approach -- prioritizes the future earning capacity of a business

The Buyer's Test – What Cash Flow is Required To:

1. Service the Debt of the Business
2. Cover Annual Capital Expenditures
3. Pay the Owner
4. Provide a Reasonable Rate of Return (based on the risk)

Market Value and Risk Rates

A Basic Equation ...

$$\text{Business Value} = \frac{\text{Income Stream}}{\text{Risk of Stream Continuing}}$$

— OR —

$$\text{Business Value} = \text{Income Stream} \times \text{Multiple (measure of the risk)}$$

So ... Risk Rates are the Inverse of Market Multiples (and vice versa)

Risk Rate	Market Multiple
16.7%	6.0
20%	5.0
25%	4.0
33.3%	3.0
40%	2.5
50%	2.0

The Valuation Ladder

Metric	Multiple Range	Type
Revenue	.7 to 1.25	CPA, Vet (Service Business)
– COGS		
= Gross Profit		
– Operating Expense		
= Seller Discretionary Earnings (SDE)	2 to 3	(<\$5mm value, Owner/Operator)
– Professional Manager's Salary		
= Adjusted EBITDA	4 to 5	(>\$5 mm value, Professional Manager)
– Interest, Depreciation, Amortization, Tax		
= Adjusted Earnings	10 to 25+ (P/E Ratio)	Public companies

Time to Market

How Long will Each Step Take when Selling Your Business?



DAY 1

Listing the Business

Although owners think about selling long before they're ready to list, we're marking it as day one in the process.



30-45 DAYS

Preparing the Marketing Package

This critical step involves compiling the financials, deciding who to market to, and communicating why the business is an exciting opportunity.



60-90 DAYS

Finding and Selecting a Buyer

As buyers inquire, your broker will work to pre-qualify candidates and obtain offers.



45-90 DAYS

Loan Approval and Due Diligence

Due diligence is negotiated between buyers and sellers. Time in this stage fluctuates depending on the financing required and the type of buyer.



15-30 DAYS

Schedule and Complete Closing

Once due diligence is complete and the lender (if any) has received the necessary documents, closing is then scheduled.



30-90 DAYS

Training and Consultation

Training and consultation is negotiated as part of the purchase agreement and begins after closing is complete.

Challenges Sellers Encounter when Trying to Sell their Own Business

Before the Sale

- Valuing the Business
- Developing the Marketing Campaign
- Preparing Marketing Materials
- Remaining Objective

During the Sale

- Finding High-Exposure Listing Venues
- Broad Network of Brokers & Buyers
- Qualifying & Filtering Prospects
- Negotiation with Buyers

Before the Close

- Structuring the Transaction
- Exploring Buyer Financing Options
- Managing Due Diligence Process
- Reviewing Closing Statements

Business Broker Key Enablers

- Maintains Confidentiality
- Keeps Deal on Schedule
- Allows You to Run Your Business (While Selling It)
- Reduces Stress & Worry

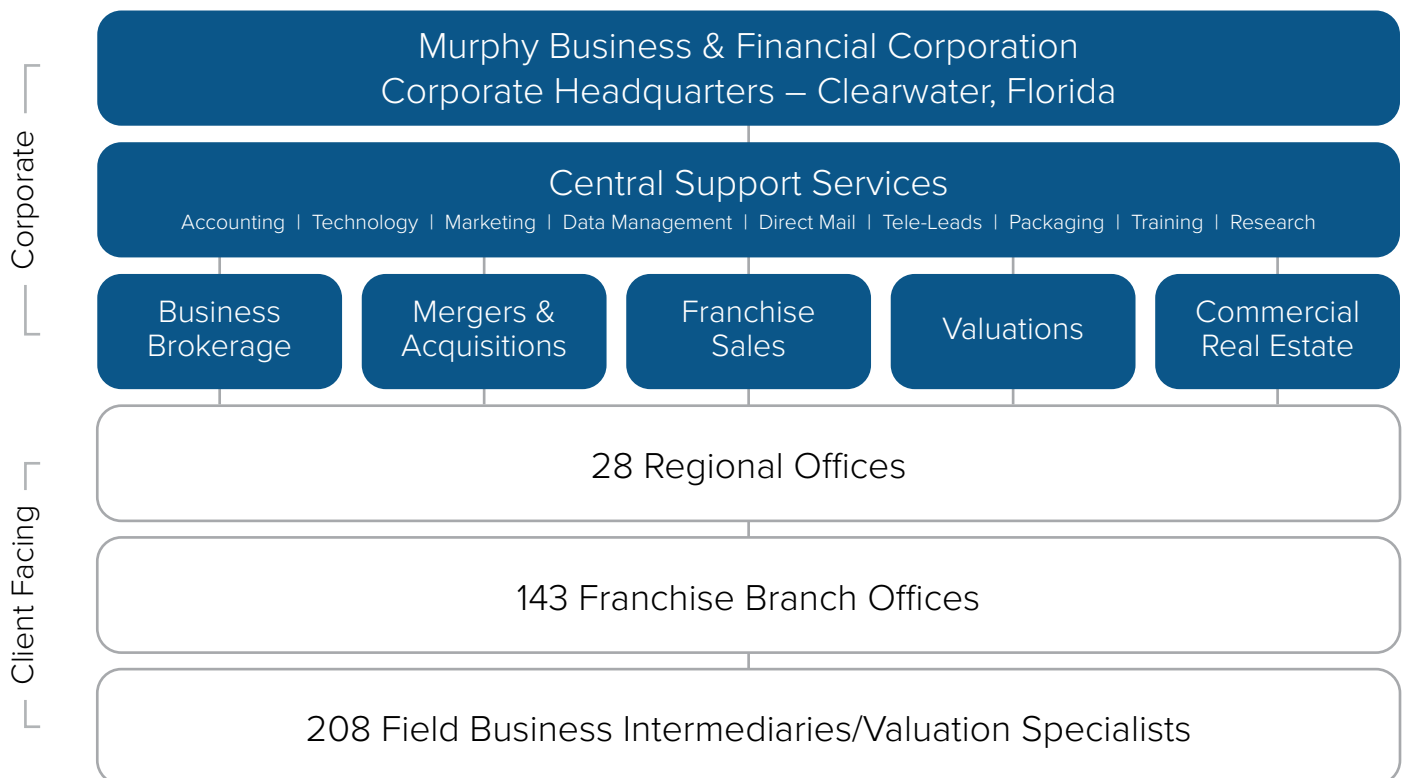
Why Use a Business Intermediary?

- Trusted Advisor/Advocate
- Skilled Facilitator
- Knowledgeable Market Professional
- Extensive Network Background
- Discerning Prospect Qualifier
- Excellent Negotiating Skills
- Experienced At Making Deals Happen
- Enabler to a Successful Transaction/Close

Murphy Business and Financial Corporation

- Founded in 1994 in Clearwater, Florida
- One of the Largest and Most Successful Business Brokerage Companies
- Full Complement of Business Services:
 - Business Valuations
 - Buy-Sell Consulting
 - Exit Strategies / Succession Planning
 - Franchises
 - Commercial Real Estate
- Unmatched Expertise with Highest Professional Standards

Structure and Resources



Selling a Business

Whether you are a small business or a larger corporation, we will create a customized business and marketing plan to obtain the best price for your business, at the best terms, from the most qualified buyer, in the shortest amount of time. We will walk with you through the process from preparing your business to list all the way to closing. We promise that you will not find a more complete, thorough, and professional experience as the one we can provide.

A Proven System

Our proven process - developed by highly experienced, credentialed, and veteran professionals - consistently provides our clients with a higher closing ratio than national averages.

Customized Marketing Plan

We design a comprehensive custom plan to promote your business to prospective buyers. We directly market your business through regional, national, and global networks and on multiple online business-for-sale, M & A, and private equity marketplaces. Your customized plan may also include marketing your business to prospective buyers through our proprietary business brokerage system, various direct marketing campaigns, advertising in local or national publications, and social media.

Strict Confidentiality

We understand that the sale and purchase of a business must be held in the strictest confidence to give involved parties the opportunity to advise employees, customers, suppliers, and others of the transfer when they feel the time is appropriate. The identities of the businesses, the business owner, and prospective buyers are protected until we receive signed Confidentiality Agreements and financial statements proving a buyer's financial capabilities and operational competence.

Expert Negotiation

We will act on your behalf to establish a strong negotiating position without compromising the goodwill and relationship between the principal parties. An experienced business broker intermediary will increase the opportunity for you to obtain the best price at the most favorable terms.

Trusted Advisors

You are an expert in your business. We are experts in selling businesses. We will provide you with all of the information needed regarding the market, economic conditions, valuations and pricing, availability of financing, structuring of transactions, and any other aspects to help you make the best decision for you and your business.

Global Network of Partnerships

We have the capacity to connect worldwide. We are members of virtually all industry associations, group listing services, and networks that exist in the business brokerage industry. This gives Murphy unsurpassed global access to buyers and sellers. You will have a large and powerful network of business and transaction professionals working with you to find the perfect buyer for your business.

How Do We Sell Businesses?

Valuation

First, we will prepare a business valuation using proprietary software that specializes in small and mid- sized business valuations. This includes comprehensive research into your industry and comparative transaction data across all 50 states and Canada.

Confidential Information Memorandum (CIM)

Next, we create a Confidential Information Memorandum (CIM) to professionally “package” your company to the marketplace. A CIM will include a recasting of your financial statements to accurately reflect the true earnings and cash flow of the business to a new owner. It also includes the history of your business, a review of your industry, and any other relevant data points.

Financing Pre-Approval

We will present your business - through our network of preferred lenders - to the Small Business Administration (SBA) and other appropriate resources for possible pre-approved financing.

Confidential Marketing

We submit and post your business - confidentially - to appropriate business-for-sale and M & A web services. We also begin targeted email or social media campaigns.

Push Campaign

We “push” your business to our local, regional, national and international brokers, advisors, and intermediaries through the Murphy Business Sales network. We also present your business to potential buyers in our database who are looking to acquire a business like yours.

Lead Negotiations

We take charge of the negotiation process to obtain for you the highest possible market price for your business, and on the terms acceptable to you.

Due Diligence

We assist you in the due diligence phase of the transaction. We add value to the negotiation and due diligence process using our in-house Real Estate, M & A, Equipment & Machinery Appraisal, Consulting, and Franchise divisions to speed deal-making.

Present at Closing

We will be present at closing to handle any last minute issues that may arise.

Recommend Resources

We will recommend financial advisors, attorneys, accountants, tax experts, and other resources to assist you in maximizing your net proceeds from the sale.

Business Valuations

There are several reasons why a business owner would want or need a formal business valuation.

Here are the most common examples:

- Selling all or part of a business
- Adding equity or operating partners
- Mergers and acquisitions (M & A)
- Converting from one type of business entity to another (e.g. "C" to "S" corporation)
- Employee stock ownership plans (ESOPs)
- Shareholder or partner disputes
- Shareholder buy/sell agreements
- Valuing intellectual property
- Incentive compensation
- Loans/Financing
- Life Insurance
- Gift or Estate Tax

Highly Credentialed and Experienced Professionals

Our business valuations are performed by trained professionals skilled in the “real world” of business sales and transfers, as well as in the art and science of valuation. Depending on size and complexity, we will recommend a specific type of valuation to be performed by either an in-house Business Intermediary, a Certified Valuation Analyst (CVA), or a business appraisal specialist.

Research and Analysis

Our professionals utilize a Business Information Organizer that includes a recasting of assets and cash flow as part of the valuation process. We also understand the intricacies of small and mid- sized businesses and have market data access on a local, regional, national and international basis.

Goals and Purpose

It is critical that we understand your goals. The intent of the valuation shapes the choice of valuation method(s) we apply. Different approaches and concepts may be more appropriate for different reasons. Valuations performed for one purpose may not be applicable for another. The purpose may also dictate the form and content of the valuation report. For example, valuations performed in certain situations may need to conform to specific IRS requirements.

Independence and Credibility

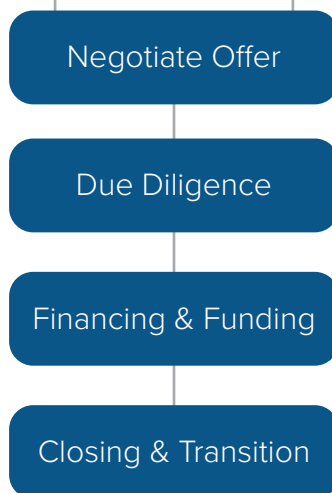
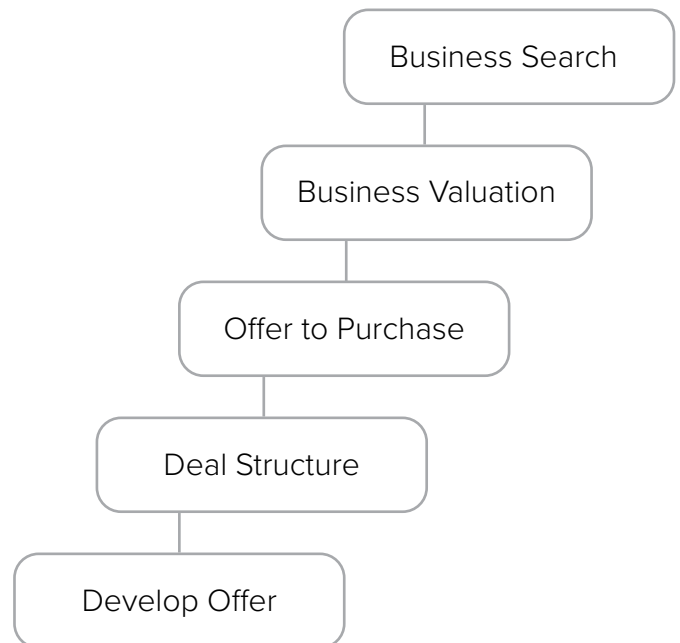
It is important for a business owner to have an entirely independent third-party conduct a review and valuation of their business. Aside from avoiding an obvious bias and conflict of interest, our independent third-party valuation reports are valuable tools during any transaction or negotiation. We can prepare simple market analysis reports or professional valuations anytime for any reason.

The Selling and Buying Process

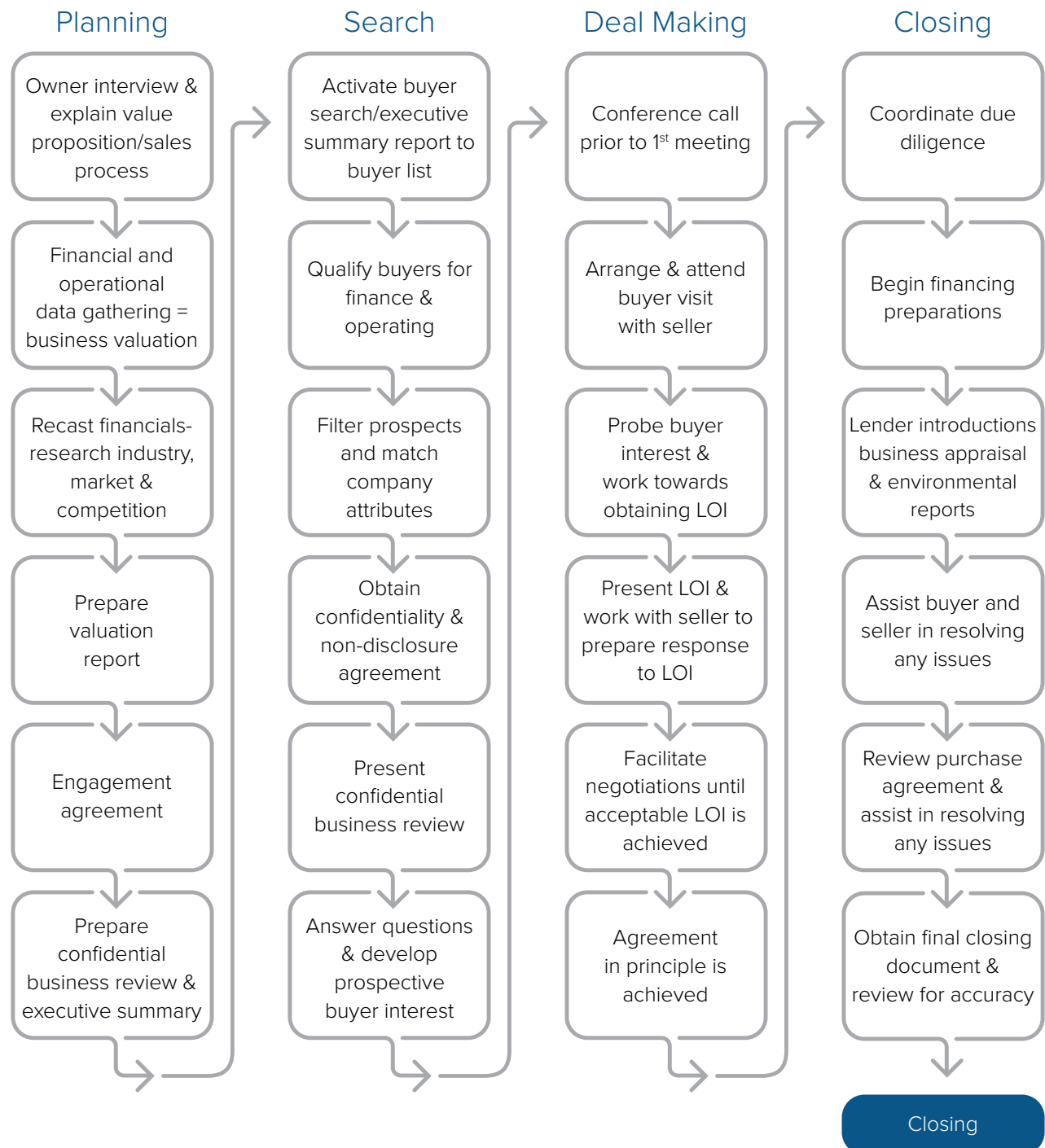
The Selling Process



The Buying Process



Sweating the Details



Where We Start – Your Business Story



History

- Founding Date
- Mission
- Core Values
- Success Factors



Ownership

- Business Structure
- Owners & Partners
- Operating Performance
- Key Partners



Management

- Organization Structure
- Key Employees
- Compensation Plans
- CRM / BDC



Market

- Competition
- Market Size
- Growth Options
- Demographics



Real Estate

- Own or Lease
- Rent Factor
- Financing Options
- Image / Location



Community

- Recognition/Reviews
- Community Image
- Social Presence
- Owner Loyalty

Where We Finish – Your Goals



Transition Topics

- Reasons For Selling
- Post-Sale Engagement Level
- Non-Compete Parameters
- Timeline for the Sale
- Real Estate Plan
- Tax Planning
- Deal Team
 - Spouse
 - CPA
 - Lawyer
 - Banker/Lender
 - Other Advisors

Valuation, Marketing and Selling Milestones

1. Seller Provides Background Documents
 - Current YTD/Past 3 Years Financial Statements
 - Current Balance Sheet
 - Parts Inventory and Equipment List
2. Broker Conducts Opinion of Value (BOV)
3. Refine BOV with Client “Add-Back” Input (Re-Cast Financials)
Optional Valuation Products:
 - Calculation of Value Report,
 - Business Valuation Report (BVR)
 - Business Appraisal Report
4. Alignment on Final Pricing, Transition Plan, Non-Compete Parameters
5. Sign Listing Agreement
6. Broker – Seller Business/Market Visit
 - In-Person Interview
 - Competitive Assessment / “Why Buys”
 - Team Review and Facility Plan
7. Prepare Marketing Materials & Campaign Elements
8. Lender Pre-Qualification – Develop Loan Term Sheets
9. Listing Material Sign-Off By Client
10. Listing Placement/Marketing Kick-Off
11. Prospect Pre-Screening/Qualification
12. Buyer – Seller Meeting (when requested)
13. Purchase Agreement Preparation (Broker assists Buyer)
14. Offer Presentation/Negotiation
15. Buy-Sell Acceptance
16. Due Diligence and Deal Structure
17. Closing
18. Business Transition

Business Values and Guiding Principles

Confidentiality

The protection of your personal data, business value/wealth, and stakeholder interests (family, employees and customers), is top priority and will be safeguarded throughout our engagement. To be effective, I must have access to my clients most confidential, sensitive, and secretive information and I take on this responsibility with the highest degree of care and concern.

Integrity

I promise to be professional, respectful, honest, and trustworthy during our engagement partnership. I will listen intently to your needs, develop a plan to deliver on your goals, and genuinely care about you, your family, and your business. Actions speak louder than words and I will strive to develop a “relational” partnership that extends deeper and more meaningful than a typical “transactional” client focus.

Communication and Accessibility

Effective communication is the hallmark value of any successful partnership and you have my unwavering commitment to timely, effective, and professional communication practices. The pace and success of a deal is highly dependent on responsiveness, timely problem solving, and management of expectations. I will respond to all buyer inquiries the day of the request, or if traveling, at latest by noon of the following day. I will be available to you within hours of your call, email, or text – most likely on the same day. You will never spend your valuable time trying to contact me or following up on a request.

“Client-First” Mindset

I will always provide you with my best counsel, even if the message content is hard to deliver, or financially disadvantageous for me. I will provide you with the highest level of professional service by leveraging my many years of deal experience and extensive industry network. I will keep you informed along the way without subjecting you to the “noise” of the transaction.

Co-Brokering

I will work with other professional business brokers (called “co-brokering”) in order to expose your business to the widest spectrum of available buyers or find you opportunities that extend beyond my personal network. Co-brokering many times involves sharing commission between listing and selling brokers...I will always place my client's interest over my commission.

Resiliency

I can almost promise there will be bumps in the course of the deal. I will do extensive work up-front to mitigate these or eliminate them from happening altogether. But when they occur, we will work through the obstacles and I will demonstrate emotional resiliency to get the deal back on track – swiftly and professionally. I will always look out for your best interests and do my best to filter worry, stress, and delay away from you and our deal.

Deal Team

I will access and assemble (if required/directed) the best professionals in the business in order to become your full service, end-to-end advocate. Putting together a great deal often requires the expertise of specialists – CPA's, Tax Advisors, Real Estate Appraisers, Parts and Equipment Assessors, Legal Professionals, etc. To use a football analogy...when we need to kick a field goal, we will bring in an expert place kicker. When we need a key block to get in the end zone, we will bring in an all-pro tackle. The best team wins and I will assemble the best team to meet and exceed your goals.

Sense of Humor

I believe it is important to enjoy the journey on the way to our destination. As such, there are times to be serious and focused and times to laugh and enjoy the moment. You will discover I have a sense of humor but when duty calls, I will be completely focused on the task at hand.

Value & Trusted Advisor

I have learned that if I take care of your needs, I will be rewarded for my efforts. I will add value as your trusted advisor. This may come in the form of a higher sales price, a faster sale, reduced worry and stress, not overspending on an acquisition if you are a buyer, setting up a more effective business handover, conducting a smoother due diligence process, or saving your valuable time. Capable, trusted counsel should always be viewed as an investment; not an expense. My goal will be to prove that premise to you throughout our partnership.

Hal S. Feder, Jr.

After 3 decades as a global leader with the Ford Motor Company, as well as serving as the President of RMA Automotive, a privately-held portfolio of retail automotive distributorships in Asian and African emerging markets, Hal Feder's primary goal is to leverage his experience working as your trusted advocate -- whether you are selling a business, investing in a business, or need counsel getting the most out of your hard-earned investment.

Hal grew up in the auto business as the son of a Ford District Manager, earned his Bachelor of Science in Business Administration and Masters of Business degrees at the University of Kansas and Florida respectively, and then set out on a very successful Ford career himself. Hal's sales and marketing background placed him in many dealer-facing positions both in the USA and abroad working directly with independent, entrepreneurial business owners in every functional discipline – sales, service, distribution, marketing and business development.



Hal served in Ford's Regional teams in the Louisville, Atlanta, Orlando, and Memphis field offices and was responsible for managing million dollar buy-sell transactions involving the ownership transfer of Ford and Lincoln franchises. Hal has consulted thousands of business owners across the USA and was named General Sales Manager in January 2010. Hal also served as President and CEO of Ford's South African operation (2007-2009), managed Ford's North American Fleet business (2003-2004), and led the Global Export business (2012-2013), overseeing 84 emerging markets.

Hal left Ford in May 2013 to pursue the retail side of the business and was appointed President of RMA Automotive, a privately held, family owned portfolio of retail distributorships. From 2013-2015, Hal oversaw all product development, manufacturing, marketing, sales, and service operations for an automotive business whose footprint spanned 20 countries and 5,000 employees. Headquartered in Bangkok, Thailand, Hal was responsible for the development, execution, and delivery of the automotive growth plan, including in-market retail dealerships in Thailand, Cambodia, Myanmar, Laos, Kenya, Afghanistan, and Kazakhstan representing eight automotive brands. In addition, Hal was responsible for oversight of 62 global markets for the Jaguar Land Rover brands through RMA's subsidiary company, Guava, located in the United Kingdom.

Hal brings a wealth of global experience, leadership, and consulting skills to any business partnership. His experience in both the wholesale and retail sectors of the automotive business enterprise, his consulting experience covering small and large dealers, and his proven leadership for delivering business results makes him an ideal candidate to assist you with any challenge you may be facing. In addition, Hal is a licensed commercial agent should your business interests involve the transfer of real property. Hal is married, has three grown kids, and resides in Williamsburg, Virginia where he enjoys his family, dogs, sports, and travel.

Why Choose Hal to be your Business Broker?



Global Experience – over 3 decades of working with entrepreneurs; understands brands, products, pricing, customers, and distribution on a global landscape.



Client Advocate – always puts the client's interest first and works to deliver effective solutions.



Extensive Network – has a built-in prospecting network of consultants, colleagues and industry experts.



Hands-On Operational Knowledge – knows the inner-workings of the business financials, how the owner creates value and how to convey that value to prospects.



Lender Network – has access to a variety of lending sources who can initiate business loans and create working capital credit lines to finance the venture.



Confidential, Trustworthy and High Integrity – in every engagement, protects your data, reputation, and wealth ... never compromises you or your business interests.



Easy to Do Business With – will listen to understand your goals and work hard to deliver the results.



Success Based Pricing – never charges a buyer fee, retainer reimbursed at closing and will co-broke with reputable business brokers which translates to great value for your money.



Transaction Approval Expert – knows the transaction approval process and can qualify and package prospects to meet and exceed lender approval criteria.



Deal Team – will assemble a “selling team” that will work with your CPA/Attorney to deliver higher proceeds from your sale (for example, deferred sales trusts to manage tax liability).



Murphy World-Class Resources, Processes, and Tools – over 200 national broker agents, utilizing top business transactional web-sites, with unmatched marketing reach/impact.



Customized 24/7 Service – personally delivered, never out-sourced, accessible service from the first engagement and thereafter.