



Company:  
Clayton Capital Partners  
Name: Kevin Short  
Email: kshort@claytoncapitalpartners.com  
Web: www.claytoncapitalpartners.com  
Address: 8112 Maryland Avenue, Suite 250  
St. Louis, MO 63105  
*With offices in Denver and Dallas*  
Phone: +1 314-725-9939

View of the Gateway Arch - St Louis, Missouri

## Clayton Capital Partners

Kevin Short is the Managing Partner and CEO of Clayton Capital Partners, a St. Louis-based investment banking firm, specializing in mergers and acquisitions for middle-market companies (\$10M to \$200 in value). He is the author of 'Sell Your Business For An Outrageous Price: An Insider's Guide to Getting More Than You Ever Thought Possible' (AMACOM Books, 2014).

"After years of observing similar companies sell for wildly different prices, I decided to figure out why that happened and how I could make premium prices happen for my sellers," says Short. First, he created a process to lay the groundwork to transform a good price into an outrageous price. "I define an outrageous price as one that is at least twice the EBITDA multiple of an average company in the industry."

Once a company is prepared to cross swords with professional buyers in the marketplace, Kevin orchestrates a process that brings to the closing table the best buyer — one who is anxious to purchase the company because doing so will create tremendous gain or alleviate significant pain.

"It is all about leverage," explains Kevin, "Finding it, positioning it and leveraging it." The Outrageous Price Process™ works when four elements are in place: a company with a competitive advantage, a deep-pocketed buyer who will benefit greatly either from purchasing that competitive advantage or alleviating the pain the seller's company can cause, a seller who can go the distance and an investment banker who understands how to put all the pieces together.

Recognized as a leader in purchase and sale transactions of mid-size businesses spanning a wide range of industries, Short has orchestrated more than 150 purchase/sale transactions with an aggregate

value of more than \$1 billion. Clayton Capital Partners has been recognized by Thomson Reuters, Mergerstat and Investment Dealers' Digest as a top U.S. M&A firm.

Kevin freely admits that there's a little larceny in his heart. "I get a kick out of making lots to money for my clients. I really enjoy selling a company for \$16 million instead of \$8 million." He also relishes the gamesmanship that goes into orchestrating an outrageous sale. "I revel in the fact that there's never a predictable plot line to The Outrageous Price Process™ and that I must extemporaneously handle the many personalities and challenges that inevitably arise." Twenty-five years of experience, both as a business owner and as an adviser in this marketplace, enable Kevin to aggressively and intelligently pursue his clients' objectives during the turbulence that characterizes every transaction.

Short writes and speaks frequently on the topic to journalists, groups of business owners, advisers to business owners and academics. In addition to contributing to various national trade and business publications, Short is the co-author of Cash Out Move On: Get Top Dollar — And More — Selling Your Business (Business Enterprise Institute, Inc. 2008). As Chairman of the Board of the Today and Tomorrow Educational Foundation, Kevin is a determined and longtime advocate of making topflight education available to children from economically disadvantaged backgrounds. ■

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