

Think Outrageous.

Think Outrageous.

Think Outrageous.

Selling your company in today's market can be a scary proposition.

- Are buyers making acquisitions in your industry?
 - Are all buyers bottom feeders?
- Will buyers pay what your company is worth?
 - Will the deal close?

M&A insider **Kevin M. Short** has developed a process for all sellers that maximizes purchase price and minimizes the risk of not closing. But if your company possesses the **Four Pillars of an Outrageous Price**, you may be able to sell your company for twice the average price in your industry. We call that an **Outrageous Price**.

Definition:

Main Entry: **Outrageous Price**

Pronunciation: \ (,)aut-'ra-jas-'pris\

Function: *noun*

1: occurs when a buyer pays at least twice the average industry multiple for an ordinary company



Why do similar
companies sell for
wildly divergent
prices?

Candidates.

We can pursue the **Outrageous Price Process™** -- designed to yield at least twice the EBITDA multiple of an average company in the industry -- if the following Four Pillars are in place:

Pillar I >> Competitive Advantage

Can your company's competitive advantage be leveraged to persuade a buyer to pay handsomely for your company?

Pillar II >> Large, Active Buyer

Is there at least one strategic buyer active in the marketplace who has deep, deep pockets?

Pillar III >> Strong Seller

Do you, the seller, have what it takes to ride the Outrageous Price Process™ roller coaster to the very end?

Pillar IV >> Experienced Advisors

Can you find and trust an advisor who knows how to negotiate Outrageous Prices?



Are you positioning your company to sell for an outrageous price?
Think outrageous.

Process.

We designed the **Outrageous Price Process™** to yield a sale price that is at least twice the average industry multiple.

Its success is founded upon: 1) the **Proactive Sale Strategy™**, a process we designed to increase purchase price and decrease the risk of failing to close, and 2) the **Four Pillars of an Outrageous Price**.

Phase I: Proactive Sale Strategy™

We perform a Proactive Sale Strategy™ for *all the sell-side transactions we undertake*.

Step One:
Company Valuation
& Sale Readiness
Assessment of
Owner & Company

Step Two:
Pre-Sale Due
Diligence

Step Three:
Competitive
Advantage
Identification

Step Four:
Buyer
Identification
and
Preparation

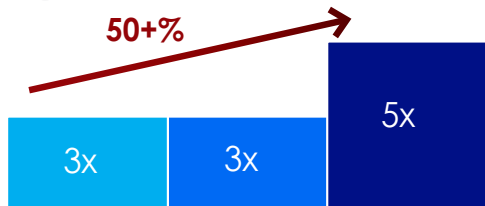
Phase II: Outrageous Price Process™

In the Outrageous Price Process™ we creatively leverage our knowledge of a buyer's needs and your company's unique advantage to persuade a buyer to pay twice your industry's average multiple.

A woman with short blonde hair, wearing a blue pinstriped suit jacket over a light-colored shirt, is clapping her hands and smiling broadly. She is looking towards the right. Next to her, a man with dark hair, wearing a dark blue suit jacket, white shirt, and tie, is also looking towards the right with a slight smile. In the background, another woman with long dark hair is visible but out of focus. The background is a bright, blurred indoor setting.

Our job is to
prepare your
company for sale
and prepare the
buyer to pay you
an **outrageous
price.**

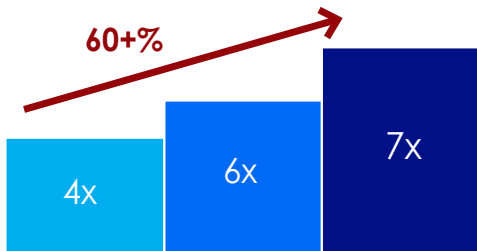
Results.



Erosion Control Product Distribution

Competitive Advantage:
Management Team, Customers

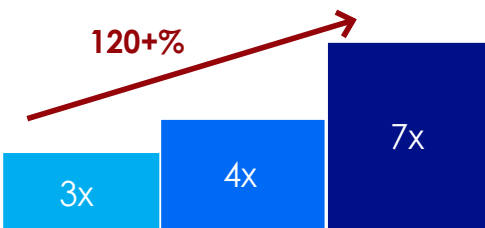
Result: 50+%



Oil Field Services

Competitive Advantage:
Capacity, Equipment

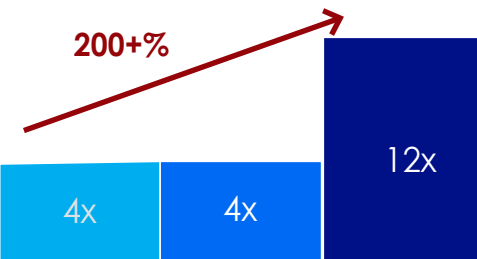
Result: 60+%



Road Builder

Competitive Advantage:
Compliant with National Park Service
Regulations
Owned raw material source

Result: 120+%



Medical Waste

Competitive Advantage:
100% Market Share in Region

Result: 200+%

 Original Offer  Owner's Expectations  Actual Results

Kevin M. Short

8112 Maryland Avenue, Suite 250
St. Louis, MO 63105

(314)725-9939 x 525

kshort@claytoncapitalpartners.com

www.kevinmshort.com

KMS

Deal Maker.

Kevin M. Short is an investment banker who enjoys defying expectations—those of the sellers and buyers he represents and those of the marketplace. He does so through a combination of:

Experience.

He's owned over 30 companies.

Intuition.

He's a student of both human behavior and negotiating techniques.

Drive.

He's built his investment banking firm, Clayton Capital Partners, into one of the country's largest in mid-market sales.

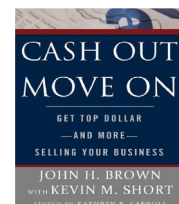


Kevin M. Short
Managing Partner & CEO
Clayton Capital Partners

Add these qualities to his mastery of both the mechanics and psychology of transactions and you begin to understand why so many owners have trusted Kevin with the most important financial transactions of their lives.



*Sell Your Ordinary
Company for An
Outrageous Price*



*Cash Out Move On: Get
Top Dollar—and more—Selling
Your Business*



Clayton Capital Partners

8112 Maryland Avenue, Suite 250

St. Louis, MO 63105

(314)725-9939

www.claytoncapitalpartners.com