

External Transitions

Preserving Your Company's Legacy



For Kingdom-minded business owners, building a business should include considering its generational value. The generational value of an organization is largely determined by its legacy or the impact it has on the people and community around it. Particularly with an external transition, owners who wish to preserve their company's legacy must act intentionally.

Preserve Legacy

Our external transition planning is focused on preserving legacy. In our experience, business owners can effectively transition the company's legacy by providing clear communication, cultivating a distinct culture, developing the correct buyer profile, and preparing a financial plan. Specifically, our advisors help owners focus on sustaining legacy in three main ways:

1. Preparing For Sale

Advisors assist business owners as they intentionally prepare to engage in an external transition by taking steps that include:

- Defining what a successful transition looks like
- Creating a self-sustaining business that offers freedom and value
- Designing a plan for execution and accountability

2. Finding the Correct Buyer

Advisors help identify the best party to manage the business and its legacy into the future through a process that involves:

- Determining if buyer and seller share values and perspectives
- Ensuring faithful stewardship of the business continues

3. Maintaining Transactional Pillars

Advisors work with owners to ensure the company's mission, vision, and values persist by:

- Avoiding transactional drift where the initial definition of a successful transition has materially changed
- Preserving critical non-negotiables through the closing process

Seek Wise Counsel

Effective transition planning requires both thought and action. Our advisors combine practical experience and expertise with a collaborative approach, helping create an actionable transition plan for the transfer of ownership. This includes defining the process, implementing a plan, providing accountability and encouragement, and executing tasks related to the transition.

- **Resolving partnership disputes** – ensuring that partners reach an understanding in their transaction philosophy and goals
- **Advising on transition options** – presenting potential strategic and financial options to owners
- **Facilitating sell-side marketing** – developing targeted buyer lists with owners, leading buyer discussions, responding to buyer inquiries
- **Negotiating letters of intent** – ensuring the company is presented to buyers highlighting its strategic strengths and opportunities
- **Managing the due diligence process** – creating and monitoring a data room for buyer research, responding to information requests
- **Negotiating the definitive agreements** – facilitating coordination of legal and accounting professionals, maintaining company mission
- **Managing post-closing financial items** – confirming working capital true-up or other financial contractual requirements are resolved