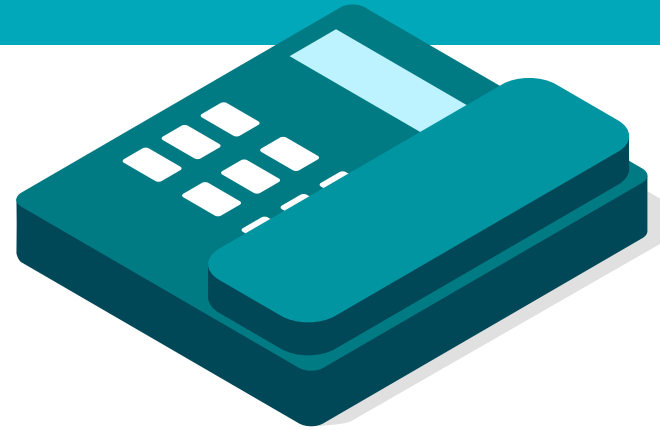




BAILEY ROUTZONG

CHEAT SHEET

WHAT TO DO WHEN YOU GET A CALL FROM A PEG



If you own a successful family-owned school business, chances are that you have, or will, encounter private equity groups (PEGs) that are interested in acquiring your business.

From marketing letters and emails to direct phone calls, these PEG funds often try to contact owners directly. How should you respond?

Our Cheat Sheet highlights a few recommendations:

1

“WE ARE NOT INTERESTED IN RECEIVING ONLY ONE PURCHASE PROPOSAL.”

Tell the PEG representative that if and when you exit your business, you will not limit yourself to receiving a purchase proposal from a single source.

2

“WE PLAN TO WORK WITH A SCHOOL INDUSTRY EXPERT.”

Respond that you plan to work with highly knowledgeable and experienced school industry experts who will help you determine the current premium marketplace value, obtain multiple offers from qualified buyers, and facilitate the transaction process.

3

CALL BAILEY ROUTZONG

While PEG companies are not all bad to work with, there are several disadvantages involved. In our 25 years of assisting family-owned school operators, protecting the legacy of their schools when they exit is a highly important factor.

Contact Bailey Routzong at 888-872-3414 to receive a **Premium Marketplace Value** for your business and related real estate or for additional help responding to these PEGs.

BaileyRoutzong.com

