



# Referral Partner Toolkit

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## Boss Group International



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# Your M&A Resource for Business Owner Transitions

## Who We Serve

Boss Group International represents privately held businesses in the lower middle market and mid-market. Our clients are typically established, profitable companies with revenues between \$1M and \$50M.

Many owners come to you first when they begin thinking about retirement, succession, or liquidity. We support you by handling the sale process with structure, confidentiality, and professionalism.

## Ideal Referral Indicators

Consider an introduction if your client is:

- Discussing retirement within the next 1 to 5 years
- Revisiting estate or tax planning strategies
- Facing partner disputes or buyout discussions
- Experiencing burnout or declining growth
- Lacking a clear succession plan
- Exploring partial liquidity or recapitalization

If these conversations are happening, a confidential consultation is appropriate.



# Your M&A Resource for Business Owner Transitions

## Our Process

1. Confidential Consultation
2. Private discussion focused on goals, timing, and expectations.
3. Valuation and Positioning
4. Financial analysis, earnings normalization, and valuation range guidance.
5. CIM Development
6. Professional Confidential Information Memorandum prepared for qualified buyers.
7. Buyer Outreach and Screening
8. Targeted outreach to vetted buyers under strict NDA.
9. LOI Negotiation
10. Structured negotiation of price, terms, and deal structure.
11. Due Diligence and Loan Application(s) and Underwriting
12. Active coordination with lenders, attorneys, and advisors.
13. Closing
14. Transaction management through final documentation and funding.

We collaborate closely with CPAs, wealth advisors, and attorneys throughout the process. Your client relationship remains intact.



# How Referrals Work

We make the introduction simple.

- **Option 1:** Warm email introduction.
- **Option 2:** Joint introductory call.
- **Option 3:** Anonymous consultation to discuss valuation and market conditions first.

## Response Commitment

We respond to all referrals within 24 business hours.

## Confidentiality Commitment

- All buyers execute NDAs prior to receiving sensitive information.
- Outreach is controlled and discreet.
- Operations are protected to minimize disruption
- We do not replace your advisory role.

## Market Snapshot

- Strong buyer demand for profitable service and manufacturing companies.
- Private equity remains active in the lower middle market.
- Clean financial reporting improves valuation leverage.
- Owners who plan 12 to 24 months in advance often secure stronger outcomes.

## Next Step

If a client mentions selling, succession, or transition planning, we are available for a confidential discussion.

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# A Business Owner Readiness Checklist

This checklist is designed for you to share directly with clients.

## ✓ Business Goals

- I am considering retirement within the next five years.
- I no longer want to manage day-to-day operations.
- I am exploring a liquidity event while remaining partially involved.
- I do not have a clear internal successor.

## ✓ Financial Readiness

- My business has produced consistent profitability over the past three years.
- My financial statements are organized and current.
- I understand my approximate earnings and cash flow.
- I have discussed the tax implications of a potential sale.

## ✓ Personal Readiness

- I know what I would do after selling.
- I have considered how much capital I need from a sale.
- I have discussed exit plans with family or partners.

## ✓ Market Considerations

- Industry conditions are strong.
- Buyer demand appears active.
- I want to explore valuation before market conditions change.

## ✓ Operational Readiness

- Key employees can operate the business with limited owner involvement.
- Contracts and vendor agreements are documented.
- Customer concentration is manageable.
- Major liabilities or legal issues are addressed.

If a business owner answers “yes” to several of these statements, it may be time for a confidential discussion.

**For a private valuation conversation, contact Boss Group International at [bossgi.com](http://bossgi.com).**

