

# BUSINESS NEWS

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## **New Business Book *Exit Strategy* Available Locally**

*Book Shows Business Owners How to Maximize the Value of Their Businesses While Minimizing the Tax Ramifications When Selling*

Minneapolis, Minnesota—Faelon Business Brokers, an established Twin Cities-based brokerage and M&A firm, announced the local release of its book, *Exit Strategy: Maximizing The Value Of Your Business*.

Authored by the firm's founding partner and principal, Thomas W. Lyons, *Exit Strategy* demystifies the complex and esoteric process of selling a business. In doing so, Lyons illustrates the importance of an exit strategy and high-level professional representation for every business owner.

"Business owners in the middle market will be particularly excited about *Exit Strategy*," said Lyons, who has bought and sold businesses personally and professionally for nearly 30 years. "The book walks owners through the process of planning, preparing and timing for the eventual sale of their business."

Although the book was written for middle market business owners, readers across the size spectrum have endorsed *Exit Strategy*.

Owners, business leaders and venture capitalists have lauded *Exit Strategy* as "a valuable tool for the business owner." And as a book that "should be read by anybody who's thinking about starting a business—because you need to know how to get out of it before you even get into it."

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In addition to Lyons' own writing, he invited four respected local professionals to contribute to the chapters describing the role of critical advisors, including: Personal financial planner; Estate and gift tax attorney; Accountant (CPA); Transaction (M&A) attorney. The final chapter—about life after the sale—was written with contributions from Richard Christison, co-founder and former principal of the advertising firm, Coleman & Christison, Inc.

“Tom’s book helps business owners think more in depth about their businesses and their exit strategy,” said Christison who persuaded Lyons to write the book. “Nothing like this book is currently available.”

Faelon also announced it is in consultation with publishers for the book’s ongoing publication, national release and distribution. “We are looking forward to working with a national publisher,” said Lyons. “We believe *Exit Strategy* will help business owners across the country.”

The book is available by contacting Faelon Business Brokers, or by ordering it at [www.faelon.com](http://www.faelon.com)

***About Thomas W Lyons and Faelon Business Brokers***

Mr. Lyons is the author of the book *Exit Strategy: Maximizing The Value Of Your Business*, and is a featured speaker on the topics of developing exit strategies for business owners. He has spoken in front of and delivered seminars to private banks, business and civic organizations, chambers of commerce, groups of high-net worth individuals and owners of closely held business concerns and trade associations, among others. He also has conducted closed-door seminars with business advisors on the topic of maximizing the value of a business and controlling the timing of its sale. He is a frequent contributor of articles and expert opinions on exit strategies to business publications, reporters and newspapers.

Mr. Lyons is the founder and president of Faelon Business Brokers. Since 1985, Faelon Business Brokers has represented hundreds of middle market business owners across the country with brokerage, M&A and consulting services.

Faelon Business Brokers is located in Minneapolis. For more information about the firm or about *Exit Strategy: Maximizing The Value Of Your Business*, visit [www.faelon.com](http://www.faelon.com). Or, phone 952-591-1998 Extn: 1.