

The Faelon Business Update is sent out quarterly. It contains selling tips and traps, news about the firm and the industry, and may list some businesses Faelon currently represents. If there is a topic you are particularly interested in, please let us know and we'll cover it.

Summer 2005

On behalf of the firm, I'd like to personally thank each of you who trusted Faelon Business Brokers to sell your business, buy your next business or consult with you on the process.

At Faelon we help you maximize the value of your business and control the timing of the sale so you can sell when *you* are ready.

Our commitment to maximizing the value of your business separates us from other business brokerage firms. In fact, we wrote the book on it: *Exit Strategy: Maximizing the Value of Your Business*.

It is Faelon's business to help you when *you* are ready to sell your business.

Please call us for a **free and confidential consultation**. We are looking forward to helping you achieve your retirement, financial and estate planning goals and complete a successful sale of your business.

Sincerely,
Thomas W. Lyons
President

TIPS-N-TRAPS

What does retirement mean to you? And how much money do you need to achieve your retirement objectives? Have you discussed your needs with your financial planner?

Advanced planning is the most effective way to prepare for the eventual sale of your business, control the timing of the sale and achieve your financial goals.

Did you know... If you own your life insurance "incorrectly" you could be simply increasing the taxable size of your estate and undermining your estate planning objectives?

Now would be a good time to meet with a trust and estates lawyer to ensure your estate is in order.

BUSINESS OPPORTUNITIES

The second half of 2005 will be a great time to sell a business. More buyers are in the market for profitable businesses than at any time in our 30 years of deal making. At Faelon, we believe there's always capital available to purchase a profitable and well-run business. Many buyers are interested in manufacturing and distribution businesses.

We are honored that many manufacturing and distribution businesses continue to trust Faelon to bring quality buyers into the process. If you or someone you know is interested in selling a business, please contact our firm.

Get Your Copy of Exit Strategy today



Exit Strategy is the essential guide for selling a business. Endorsed by business owners and advisors alike, the heart of *Exit Strategy* is the belief that every business owner can and should enjoy the highest level of professional representation in the exit from and sale of their business. The book goes into detail about the process of selling a business in straightforward language designed for business owners. *Exit Strategy* is available by contacting the firm.

NEWZONE

Seminars

This spring Faelon held its second open seminar based on the book *Exit Strategy*. Business owners, advisors and other professionals joined Tom and his guest speakers for a half-day discussion on preparing for the eventual sale of a business.

For information about upcoming seminars, or if you'd like to have Tom and his team of professional advisors conduct a seminar for your organization, call Faelon at 952-591-1998 extn: 1.

Faelon In The Media

Minneapolis StarTribune, June 20, 2005: Faelon provided an "expert opinion" for a Business Section article.

Upsize Magazine, September 2005: Q&A interview with Tom Lyons.

Finance & Commerce: Watch for an article on selling strategies for commercial real estate with conjoined businesses in order to maximize the value of both and meet the seller's financial objectives. Written by Faelon.

Online Interview

Visit www.faelon.com to hear a Webinar interview of Faelon about selling a business.

In The Works

The next **UPDATE** will include news on Faelon's latest book. Available in Q1 2006, the new manuscript covers unique and often unmentioned aspects of buying and starting a business.