

BUSINESS NEWS
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Business Book *Exit Strategy* Enters Second Printing

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 second printing 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, preparation and high-level professional representation for every business owner.

"I'm pleased that the business community has received the book so positively, and that we're entering a second printing," said Lyons, who has bought and sold businesses personally and professionally for nearly 30 years. "Business owners in the middle market have been excited about *Exit Strategy* because it clearly shows the process of planning and preparing for the eventual sale of a business."

The second printing of *Exit Strategy* includes some new material, such as an entire chapter on selling a professional practice, and discussions about succession planning and ethical wills. The updated book will be available to the general public on December 1. Advanced copies for the media are available by contacting the author.

Business owners, leaders, advisors 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."

In addition to Lyons' own writing, he invited four respected local professionals to contribute to chapters describing the roles of the critical advisors, including: Personal financial planner; Trusts and estate 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 available."

"I am convinced that without implementing the strategy outlined in *Exit Strategy*," said George Abraham, President, Business Evaluation Systems of Dallas Texas, "a seller would lose 30% to 40% of the money they deserve from the sale of their business."

Exit Strategy is available by contacting Faelon Business Brokers, or by ordering it at 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. Or, phone 952-591-1998 Extn: 1.

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