



Building W.E.A.L.T.H. for Everyone

WE CLOSE DEALS · ETHICS BEFORE FEES · ASSETS DRIVE VALUE · LEADS, LEADS, LEADS
TEAMWORK DELIVERS RESULTS · HELPING ACHIEVE DREAMS

BLUEKEY
BUSINESS BROKERAGE M&A

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www.bluekeybma.com



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About BlueKey Business Brokerage M&A

BlueKey Business Brokerage M&A specializes in the sale of quality California companies. Our Associates pride themselves on top-shelf service, professionalism and industry expertise that will make business sellers and buyers proud to refer BlueKey to their colleagues. Above and beyond our firm's expertise, BlueKey's retained legal team provides powerful deal management strategies for small businesses as well as mid-market companies with revenues up to \$30 million. When considering a firm to represent the sale of one of your most important assets, take comfort in the fact that BlueKey's primary goal is to ensure that your exit is smooth, confidential, and the experience you deserve.

Business Sales • Exit Strategy Planning • Acquisition Search

BlueKey Code of Ethics

The BlueKey Code of Ethics governs the actions of all BlueKey Associates as a means of establishing a uniform standard of conduct. All BlueKey Associates adhere to the highest ethical principles of business and respect the investment risk and effort required to build, sell or buy a profitable going concern. Through the commitment to our code of ethics, all BlueKey Associates promise to provide a straightforward, professional, and honest standard of care for both Sellers and Buyers, and because we are so strongly committed to our code, we pledge our commitment in writing for each and every BlueKey client.

5 Reasons Why the Time to Sell is Now

- 1) 12,000 million privately held companies will change hands over the next 10 years.
- 2) Over the next ten years there will be an explosion of businesses available for sale resulting in a discounted buyers market.
- 3) Only 30% of all family owned businesses will continue to the next generation.
- 4) The credit crunch may soon affect the commercial capital markets.
- 5) All business owners will exit their businesses—either at the deal table or possibly a table that they hadn't planned for (disability, dispute, or possibly death).

The Process



Do you have a profitable exit strategy in place?

Many businesses on the market today are valued thousands of dollars LESS than they should be. Hopefully one of them isn't yours.

As facilitators of the sale and purchase of quality companies, we know that the better your company demonstrates its profits (and the higher they are) the higher the price will be and the faster the sale. If you are interested in maximizing the future sale price of your business, consider PriceMax, a confidential business exit system, created exclusively for our BlueKey clients.

PriceMax establishes for small to mid market business owners, a confidential, systematic means of preparing their business for sale. Utilizing a powerful 15-point dashboard, business owners are able to track profitability, expenses, key trends and initiatives, thus optimizing the potential to receive the maximum price desired for their business- regardless of current economic conditions.

