



## **We Are Stony Hill Advisors**

Our team of advisors specializes in business brokerage, mergers, acquisitions, and strategic preparedness. Seasoned professionals bring a depth of knowledge to your transaction. At the heart of our approach is the strong partnership we cultivate with our clients, essential for securing successful outcomes. Whether your objective is to disengage from your enterprise in the imminent future or contemplate long-term plans, obtaining proficient advice and formulating a plan is imperative.

### ***Professional. Experienced. Knowledgeable.***

We assist our Clients who derive value from the extensive knowledge base of Stony Hill Advisors. Our advisors possess a wealth of experience in various business domains and are equipped to offer comprehensive support for all stages of the business cycle - creating, acquiring, or exiting. Our aim is to not just provide assistance, but to empower our clients to achieve excellence in their ventures.

### **What We Do?**

As professional intermediaries our advisors play a crucial role in facilitating transactions between buyers and sellers. Responsibilities include conducting market analysis, determining value, promoting, and identifying businesses for sale, screening potential buyers, as well as negotiating and closing transactions. Our extensive process ensures the best possible outcome for both parties.

We engage in open and transparent discussions with our clients to fully understand their goals and timeline. These discussions allow us to align expectations and determine the feasibility of their objectives within current market and transaction conditions. Our focus is always on achieving the best possible outcome for our clients and the success of their transaction.

### **Why Work With Us?**

Stony Hill Advisors is a team of experienced professionals with over 45 years of combined experience in the business world. We have extensive knowledge and expertise in creating businesses, acquiring existing opportunities, exiting current endeavors, and investing in businesses. Our advisors, skilled in valuing and preparing businesses for transition, can assist clients with strategic and exit planning.

With a wealth of experience in operating both public and private entities, our advisors understand the nuances of operating a business and the difficulties of managing the transition simultaneously with operations. With a deep understanding of the business world and a commitment to our clients, Stony Hill Advisors is the ideal partner for anyone looking to value, prepare, acquire, or divest a business.

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## **How We Do It**

The process of merger, acquisition, and divestiture transactions have unique characteristics and deadlines, but typically follow a common process. The key to a successful transaction lies in effective negotiation, proper value determination, aligning expectations, and demonstrating patience. Both parties in a transaction have their own objectives, and our advisors are skilled at guiding the process to deliver optimal results for our clients.

**Basic Services** (may stand alone or be conducted in concert with Enhanced Services, Research Capabilities)

*Create | Start a Business*: The process of starting a business involves defining a clear concept and determining market demand through analysis. Once the business idea has been established, a strategic plan must be created to guide implementation. Securing necessary financing and executing the plan are key components in bringing the business to fruition.

*Acquire | Buy a Business*: Acquiring a business requires thorough research and due diligence to assess the viability including identifying risks or challenges. This includes evaluating financial performance, market position, and operational efficiency. Buyers negotiate the terms of the transaction, including the purchase price, payment structure, and contingencies.

Includes Platform Placement Advertising, Buyer Search (PE, Strategic Buyers, Family Offices)

*Exit | Sell a Business*: Exiting a business entails careful preparation and strategic planning to ensure a smooth and successful outcome. The process of preparing a business for sale includes assessing its financial performance, market position, and operational efficiency. Once prepared for sale, it must be marketed through a variety of channels.

Includes Business Analysis, Teasers, Due Diligence, Confidential Information Memorandum (CIM), Platform Placement Advertising, Email Drip Campaigns, Pay for Click, Brand PR, Referral; Program; may include Cold Leads Database, Leads Research, Website Forms, Pitchbooks, M&A PE Support

*Valuation & Analysis* (standalone or in concert with other services): Exit/Transition, Strategic Planning, Shareholder Buy-Out, Recapitalization, Pre- and Post-Money

***For further information, contact Stony Hill Advisors, Inc.  
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### **Enhanced Concierge Services**

- *Business Development*: Capital Strategies (consulting support service about how to raise capital), Growth, Recapitalization, Debt Reduction
- *Consulting Support*: Strategic Analysis, Business Advisory, Business Plan Development, Cost Benefit Analysis, Competitor Benchmarking, Industry Analysis, Private to Public Strategies, Public to Private Strategies, Registration, Reverse Merger, Form 10
- *Financial Analysis*: Financial Modeling & Discounted Cash Flow (DCF), Financial Analysis Historical, Full Valuation Report, Transaction Comparable, Financial Benchmarking, Financial Recasting/Restatement

### **Research Capabilities**

- *Valuations and Comparable Transactions*
- *Deal Sourcing*
- *Sourcing Buyers (PE/Strategic/VC)*

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