



# Business Owner's Life Cycle

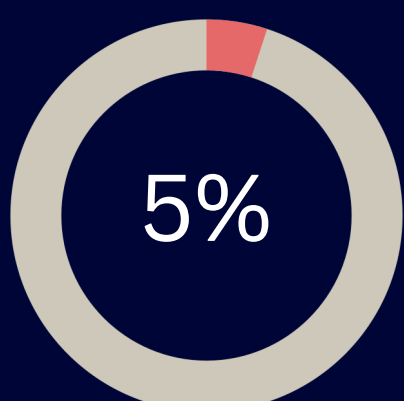


## Keep or Sell?

### Keep Business

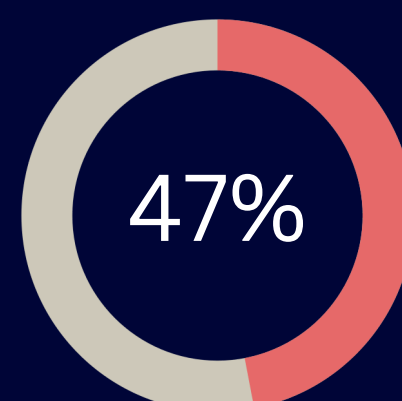
In this phase of the business owner's life cycle, the decision to retain the business becomes pivotal. Although the business continues to thrive financially, you confront the reality of aging and harbor uncertainties about the capacity of the next generation to assume control of the business.

**Sell Business** In this phase of the business owner's life cycle, the decision to sell the business arises. It's a dilemma: how can you part ways with something you've poured so much effort into building? Yet, you also grapple with the reality of aging, feeling too old to maintain a demanding 40+ hour work week. This is where WillStrat steps in, offering assistance to find an ideal buyer who aligns with your values and needs.



Only **5%** of businesses survive three generations.

60% of inheritances disappear by the 2nd generation, and 90% disappear by the 3rd.

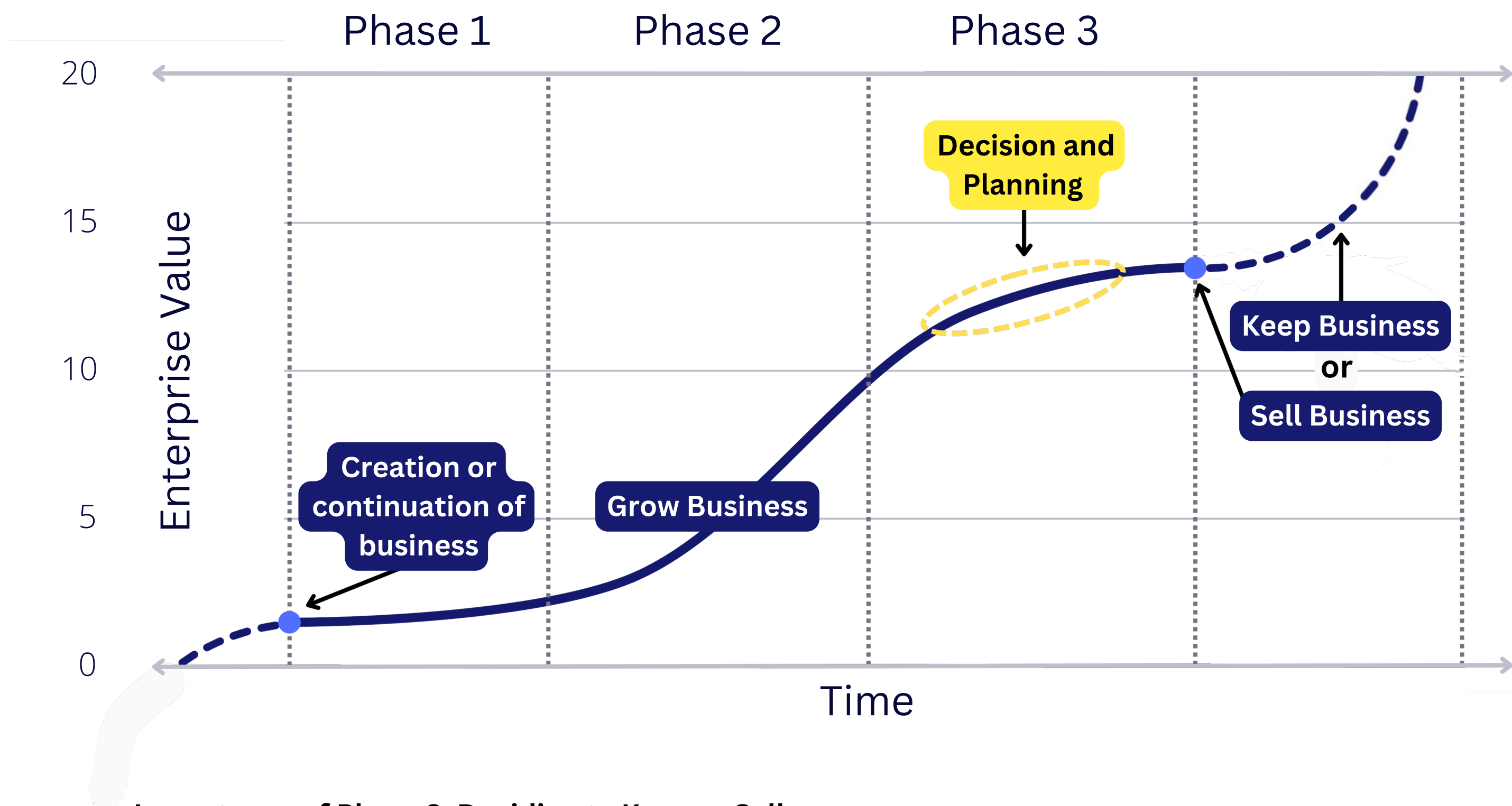


**47%** of business owners hope to sell within three years.

Only 10% of these have a legitimate exit strategy



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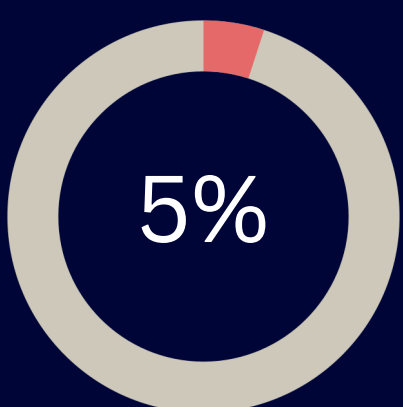


## Importance of Phase 3: Deciding to Keep or Sell

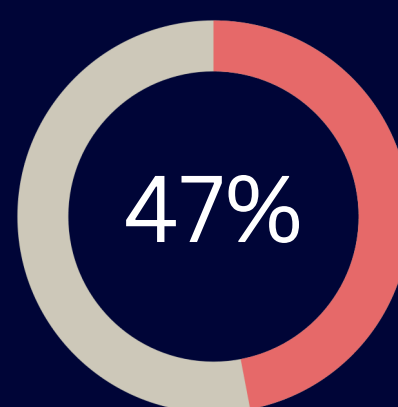
In the third phase of the business owner's life cycle, the decision to retain or sell their business becomes pivotal. During this stage, although the business continues to thrive financially, you begin to confront the reality of aging, retirement, and the future legacy of your business. Owners and families who plan early during the third phase accrue the most significant benefits through clarification of their goals and enhanced strategic direction. The results of this can be a seamless transition to future leadership or maximizing their net proceeds when selling.

**Keep Business** At Williams Strategic Advisors, we specialize in guiding business owners through the intricacies of crafting a thorough and strategic succession plan. Our mission is to ensure that every detail is meticulously arranged, empowering you to exit your business with unwavering confidence, whether passing it on to your children or entrusting it to your dedicated employees.

**Sell Business** Williams Strategic Advisors has assisted numerous business owners seeking to sell their enterprises. Our unique valuation model analyzes extensive transaction databases and offers industry pricing insights, guaranteeing that you receive the best price for the business you've tirelessly built.



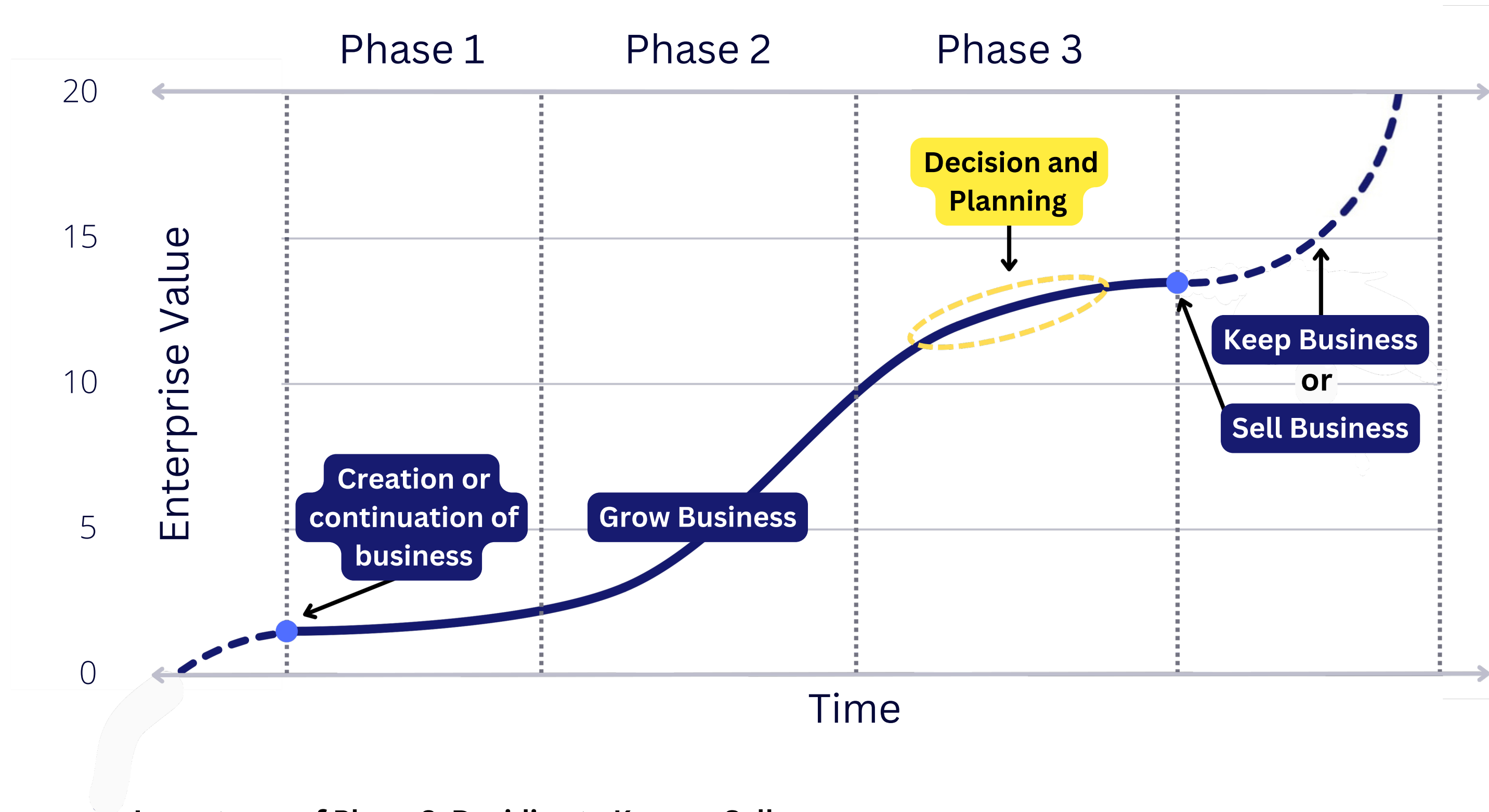
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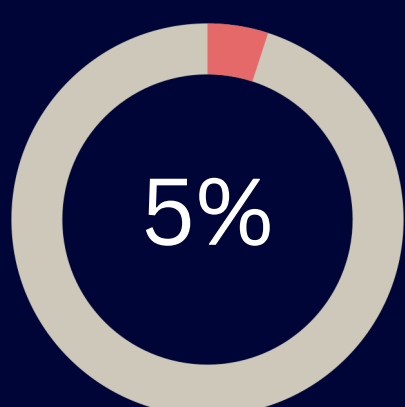


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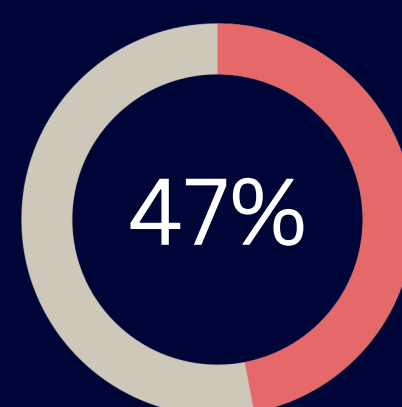
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