

Confidential Marketing

ALLIANT ADVISORS will prepare a **Confidential Marketing Package** for your company. Your business is unique; buyers want and need to know about it. Your marketing package will detail the positive attributes of your business and explain any weaknesses in a manner that helps the buyer fully appreciate the business performance and its potential.

Critical Elements of the Marketing Package:

- **Description of Business Products and Services**
- **Current position in the market**
- **Opportunity for Growth**
- **Detailed description of assets (i.e., equipment, computers, machinery, etc.)**
- **Re-cast earnings analysis to illustrate the true earnings of the business**
- **Re-cast balance sheet to clearly describe what the buyer is buying**