

How to Make Your Business More Attractive to Potential Buyers

Is your Company ready to consider a sale? So much of what makes a business attractive to potential buyers is not just its health, but its preparedness. Bruderman Brothers can bring you to the right starting point and guide you through the process.

What are Buyers/Investors Looking For?



- **A Well-Organized, Professional Infrastructure**
Developing formal internal controls and financial reporting capabilities leads to a smooth transaction.



- **Revenue Growth and Margin Expansion**
An attractive business has demonstrated growth in revenues and bottom line. How has that been managed?



- **Diversification of Products/Services**
Diversifying products or services helps your organization by assisting in increased sales to existing customers and in acquiring new customers. Have you diversified?



- **Competent Management Team**
Is your management comprised of good leaders who meet organizational objectives, optimize use of available resources, and provide excellent customer service?



- **A Financially Stable Platform**
Do you have the ability to enhance your business operations, manage risks, and absorb shocks?



- **Access to Differentiated Channel/End Market/Geography**
Do you have the key to enter and expand your reach to a different segment/market?



- **Enhanced Market Share**
Innovation, scaling, strategic acquisitions are a few ways to enhance market share. Do you have a right plan and strategy?



Introduction to Bruderman Brothers

Who We Are

Bruderman & Co. is a multi-generational, privately held financial services holding company committed to providing its clients with the highest level of service



Registered Broker Dealer



Registered Investment Advisor



Investment Bank



Merchant Bank



Insurance



Trusted Long Term Advisor to Family Businesses



Advising Clients **Since 1879**



Professional Owners and Operators



Create **Bespoke** Processes for Clients



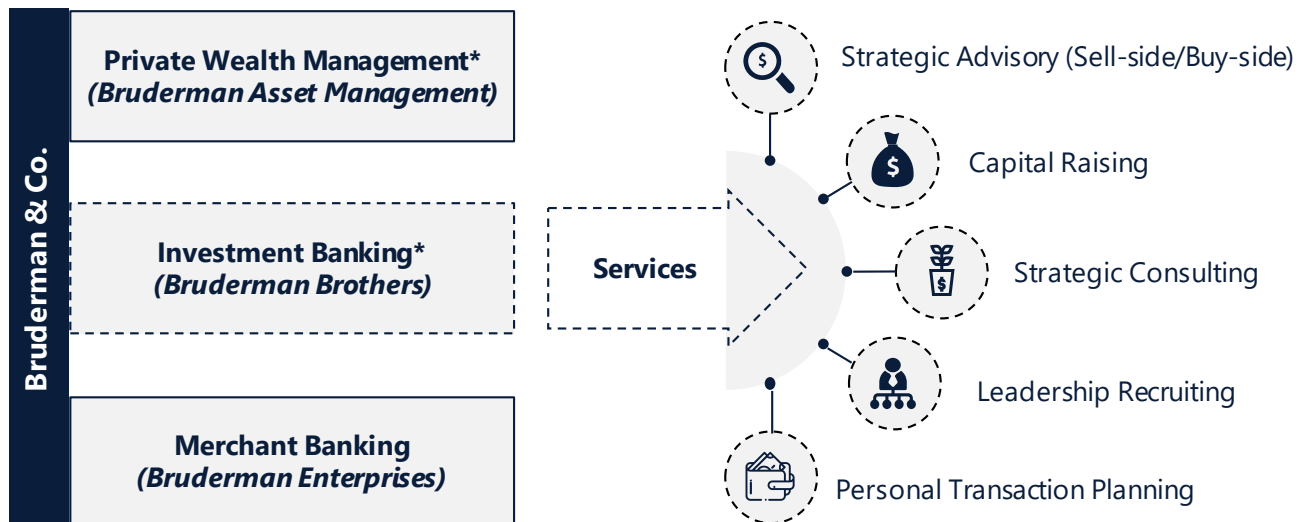
Offering A **Holistic** Solution



Success Driven Mindset and Approach

What We Do

Bruderman Brothers is an independent, privately-owned investment bank that serves a diverse clientele and offers a comprehensive approach to advisory services



Our Approach

We strive to accomplish an outcome that is best for a business and its stakeholders. With the vast transactional and operating experience of our senior bankers, we know well that one size does not fit all and understand situation specific factors that motivate and drive our clients to engage in a transaction. We satisfy the needs of ultra-high-net-worth individuals and closely held businesses, offering trusted advice drawn from generations of experience.

Contact us

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