

Maximizing Your Company's Value

The key to increasing business value is understanding how a potential buyer views your business. Knowing your strengths and weakness will help you understand the areas that need work. Bruderman Brothers' knowledge and expertise can give your business the required kick start to reach its potential.

How to Maximize your Company's Value?



- **Sustainable Business Model and Recurring Revenue**

Does your business have a sustainable model with promising and steady future cash flows?



- **Realistic Growth Plan**

How will your business get to the next level? Is the business scalable? Can you roll it out into new markets successfully?



- **Focusing on the Bottom Line**

Companies are valued on their bottom line earnings and not just on their top line growth. Are you equally focused on it?



- **Well Diversified Portfolio**

Reduce your risk by having multiple vendors, additional lines of service, differentiated channels, etc. Have you diversified your risk?



- **Paying Attention to the Quality of Earnings**

What drives revenue growth? What is the steady-state expense base for the company (across recurring vs. non-recurring, fixed vs. variable)? Understanding the underlying drivers helps maximize the value.



- **Monitor Your Working Capital**

Collecting receivables quicker than paying off the vendors reduces the amount of cash tied up to the business. This creates a greater level of cash flows available to the owners, hence enhancing the value of the business.



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

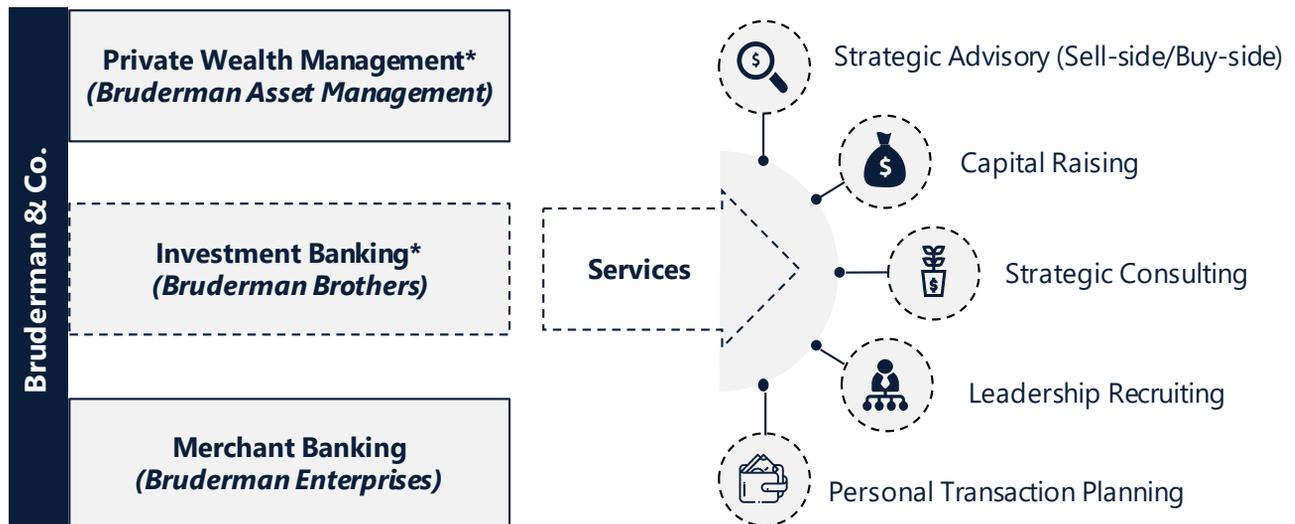


- Registered Broker Dealer
- Registered Investment Advisor
- Investment Bank
- Merchant Bank
- Insurance

- 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.

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