

Freeman Logan M&A Advisors is a boutique M&A firm focused primarily on Sell-Side advisory in the Lower Middle Market (\$5m - \$100m). We strategically focus on 5 Key Sectors:

- ✓ IT Services / Managed Service Providers (MSPs)
- ✓ Software / SaaS
- ✓ Telecommunications
- ✓ Digital Marketing Agencies / eCommerce
- ✓ Business Services

Based in Washington, DC, we serve clients around the world, bringing three decades of experience in the M&A space. Our team has supported billion-dollar transactions at all stages of the deal-making process, for companies including Goldman Sachs, Accenture, Sprint/ Nextel, BT Global Services, VeriSign, and PWC, as well as many Global 1000 Corporations.

Today, we focus our efforts on a select roster of lower middle-market companies, empowering Business Owners to achieve their highest value and outcomes that exceed their expectations.

Our Mission - Aligned with Your Vision:

- ✓ Orchestrating Your Future
 - Harmonizing Exit, Succession, and Wealth Strategies.
 - "A great legacy is rooted in the harmony of planning and vision."
- ✓ Equipping Founders/Owners to fulfill both their personal and financial visions
 - We deliver a personalized, engaging service that propels you toward your next chapter.
 - "We believe authenticity is the cornerstone for building great trusted advisor relationships. Our diverse professional team and partners have life journeys like those of our clients! We have walked in their shoes...We are vested in delivering for them." — Russell Logan, Founder

Our Differentiated Business Model:

- ✓ **Small Client Roster**
 - Enables partners to focus on each assignment and bring years of expertise to the process.

- ✓ **Highly Selective**
 - Rigorous Client Screening and Pre-Sale Analysis for Optimal Transaction Close Rates

- ✓ **Peerless "Storytelling" Skills**
 - Every deal/business has a story. Making the story clear and compelling attracts more buyers and justifies premium market pricing

- ✓ **Performance-based Compensation Model**
 - Our high close rates mean we are less dependent on retainer fees than competitors

- ✓ **Thought Leadership – "Exit Prep Academy"**
 - Exit Prep Academy is designed to comprehensively prepare business owners for the sale, considering not only the financial aspects but also the personal and emotional dimensions of exiting a business.
 - Along with structured guidance, the program includes a curated curriculum to guide business owners through the necessary steps of creating an exit strategy, optimizing their business, raising their valuation and planning for a sale 1 to 2 years out.

Freeman Logan offers complete end-to-end process management services for sell-side M&A:

- ✓ Exit Strategy development
- ✓ Exit Preparation & Planning

- ✓ Business optimization
- ✓ Valuation analysis
- ✓ Marketing to potential buyers
- ✓ Deal structuring and negotiation support
- ✓ Management of the closing process
- ✓ Post Acquisition Integration
- ✓ And much more

We bring the know-how to get the job done!

How We Do It – Navigating the M&A Process TOGETHER:

- ✓ We Quarterback the Deal
 - Manage the overall process
 - Establish a range of values and advise on the spectrum of possible outcomes
 - Identify challenges early in the sales cycle
 - Develop the selling story and marketing strategy
 - "Shop" the company to numerous potential buyers (& generate multiple offers).
 - Assist owners with negotiation strategy and final price/deal structure
- ✓ We bring in a multidisciplinary "All-Star" team of experts:
 - M&A Attorneys
 - CPAs
 - Tax Professionals
 - Wealth Management
- ✓ We Protect Your Legacy!