Products & Pricing

Leading M&A services–transparent pricing.

ATLANTIC
MERGERS & ACQUISITIONS
POWERED BY OPNROAD

V2.31

Foreword

Welcome to OpnRoad's Product & Pricing Guide – a comprehensive resource for demystifying M&A pricing.

A clear product and pricing structure is essential for all parties involved in a transaction. Uncertainty erodes value. Whether this is your first time selling a company, or you represent a private equity firm with hundred of closings to date, our goal with this document is to bring clarity to all.

Our team is proud of our Valuation, Sell-Side, Buy-Side, and Other M&A Services, and we look forward to helping you achieve your ambitious growth and exit objectives.

Jim Yerxa, BBA, LLB, CMAA
Founder & Lead M&A Advisor

Our solutions are designed to enhance your decision-making power and maximize the value of your business – ensuring **a richer exit.**

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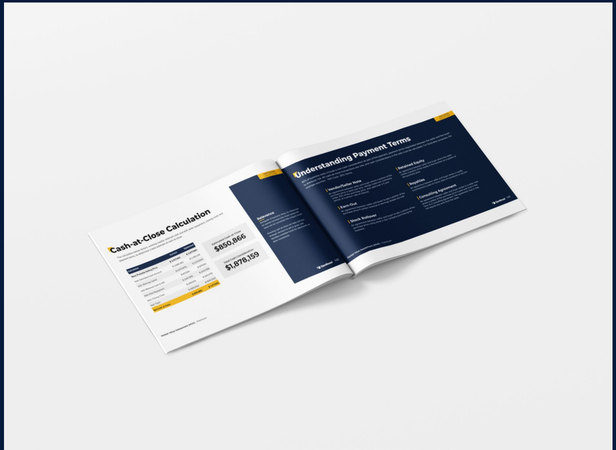
VALUATION

Solutions

Our primary deliverable with every valuation is **shareholder clarity**.

Valuation Solutions



Market Value Assessment ™ (MVA)

The most comprehensive valuation and exit planning report on the market. The report is designed to improve your decision-making for an exit, and give you a detailed understanding of your company's present and potential future value.

Value Acceleration Calculator ™ (VAC)

Designed to give owners a high-level overview of your company's value now and what you can do to increase it prior to an exit – all in a 30-minute call with our M&A Advisor.

Valuation Pricing

	VAC™	MVA™		
TIER	**-**	**Lite**	**MVA™**	**Premium**
INVESTMENT	**FREE**	**$5,750**	**$9,750**	**$15,750**
Data Collection Method	Online Form	Online Form	Dedicated Analyst	Dedicated Analyst
High-Level Business Valuation	✓	✓	✓	✓
Comprehensive Business Valuation Assessment	x	✓	✓	✓
Abbreviated 30-Page Valuation Report	x	✓	✓	✓
Comprehensive 175-Page Valuation Report	x	x	✓	✓
Printed 175-Page Valuation Report (Shipped to Your Office)	x	x	✓	✓
90-Minute Shareholder Valuation Report Presentation	x	x	✓	✓
Personalized Video Recordings for Stakeholders	x	x	✓	✓
Review by CBV (Certified Business Valuator)	x	x	x	✓
IBIS Report Analysis	x	x	x	✓
BVR Data Analysis	x	x	x	✓
Vertical IQ Analysis	x	x	x	✓
Detailed Implementation Road Map	x	x	x	✓
Complimentary 1-Year Data Update	x	x	x	✓


SELL-SIDE
Solutions

Our sell-side process is engineered to **maximize your cash-at-close**.

Sell-Side Solutions

Our M&A process positions businesses with $1– $25 million in revenue for a strategic acquisition.
We are pleased to offer bespoke pricing for businesses with less than $1M is sales. Schedule a Discovery Call to discuss.

SOLUTION	INVESTMENT	BEST FOR	DELIVERY TIME	INCLUDES
DISCOVERY CALL	**Complimentary**	• Owners seeking to understand the business sale process	30 - 60 minutes	• Answer questions and bring owners clarity on the business sale process, strategies for increase value, how to keep a sale confidential, the 8 methods for exiting a business, and where to find buyers
SELL-SIDE M&A ADVISORY	**$5,750 Market Value Assessment** + **$2,500 - $5,000 Monthly Management Fee *** + **6.5% Success Fee**	• Owners looking to maintain confidentiality and maximize sale price	6 months	Management of the business sale process from end-to-end: • Pre-diligence • Marketing materials (Blind Profile, Financial Overview, CIM) • Access to our professional network (legal, accounting, tax) • Buyer identification, and database buildout • LOI negotiations to maximize sale price and terms • Diligence management • Definitive agreement management and negotiations • Closing activities management • Training and transition organization & management

* Monthly Management Fees are (a) deducted (refunded) from Success Fees at the time of sale and (b) capped at maximum of 6 months.

Sell-Side Process

We have fine-tuned our Sell-Side process to streamline the sale of your business, all while maximizing your cash-at-close.

Stage 1

CLARITY & PREPARATION

STEP	ACTIVITY	TIME
1	Valuation	2 - 4 Weeks
2	Define Shareholder Goals	1 Week
3	Pre-Diligence	4 Weeks
4	Data Room Development	1 Week

2 Months

Stage 2

MARKET READINESS

STEP	ACTIVITY	TIME
5	Transaction Team Building	1 Week
6	Marketing Material Creation	2 Weeks
7	Value Enhancement	2 Weeks
8	Buyer Identification	1 Week

1 Months

Stage 3

IN MARKET

STEP	ACTIVITY	TIME
9	Buyer List Creation	1 Week
10	Confidential Marketing	4 - 8 Weeks
11	Buyer Screening	
12	Buyer Interviews & Pitches	

2 Months

Stage 4

OFFERS & NEGOTIATION

STEP	ACTIVITY	TIME
13	Auction & Discovery	1 Week
14	Receive Offers	2 Weeks
15	Negotiation	2 Weeks
16	LOI Signed	1 Week

1 Month

Stage 5

DILIGENCE & CLOSING

STEP	ACTIVITY	TIME
17	Diligence Activities	1 Week
18	Definitive Agreement	2 Weeks
19	Closing Activities	2 Weeks
20	Training & Transition	1 Week

3 Months

9 Months

BUY-SIDE

Solutions

Our buy-side services give you the confidence and experienced team to strategically **grow your enterprise through acquisition**.

Buy-Side Solutions

Our Buy-Side solutions assist private equity firms and strategic buyers to identify high-quality targets–meeting growth objectives.

SOLUTION	INVESTMENT	BEST FOR	DELIVERY TIME	INCLUDES
BUY-SIDE M&A ADVISORY	$2,500 / month Consulting Fee ** 3% – 5% Success Fee	• Buyers looking to purchase an unlisted business within the next 12 months	9 Months	• Buy-Side Deal Origination services above • Valuation of opportunities • Risk analysis of opportunities • LOI Negotiations • Diligence Management • Definitive Agreement Management • Negotiation • Closing Activities Management • Training and Transition Management • Team/Culture Integration Session

* Dependent on company size and OpnRoad's role in acquisition management
** All monthly Consulting Fees are deducted (refunded) from Success Fees in the event of a successful sale.


COMPLIMENTARY
Solutions

Complementary Solutions

Our complementary services help business owners and investors gather information for key buying and selling decisions.

SOLUTION	INCLUDES
DISCOVERY CALL	30-minute call where you learn more about the business sale process, strategies for increasing businesses value, how to keep a sale confidential, the different methods for exiting a company and how to find/attract strategic buyers.
WEALTH GAP & RETIREMENT CALCULATOR	Our Retirement Calculator determines how much you will need to sell your company for to fund your next chapter and suggests common ways to fill any value gaps.
EXIT ANALYSIS	45-minute call with an exit planning advisor to review the 8 ways to exit a privately held business and determine an optimal exit.
OFFER ANALYSIS	45-minute call with an M&A advisor to review and provide market-based feedback on an unsolicited offer (IOI, LOI, Term Sheet, or CPS review).
INDUSTRY SALES DATA	Detailed data on M&A transactions in your industry. Data includes sale price, sales multiples, deal structure, and a financial snapshots from 5 - 20 business sale transactions in your industry.
 **BUSINESS SALE ACCELERATOR**	30-hour online self-learning course developed by Scott Duke, designed for owners interested in selling their businesses on their own.


SPEAKING & CONSULTING
Solutions

Speaking & Consulting Solutions

Here are the ancillary solutions that we offer in addition to traditional M&A Advisory.

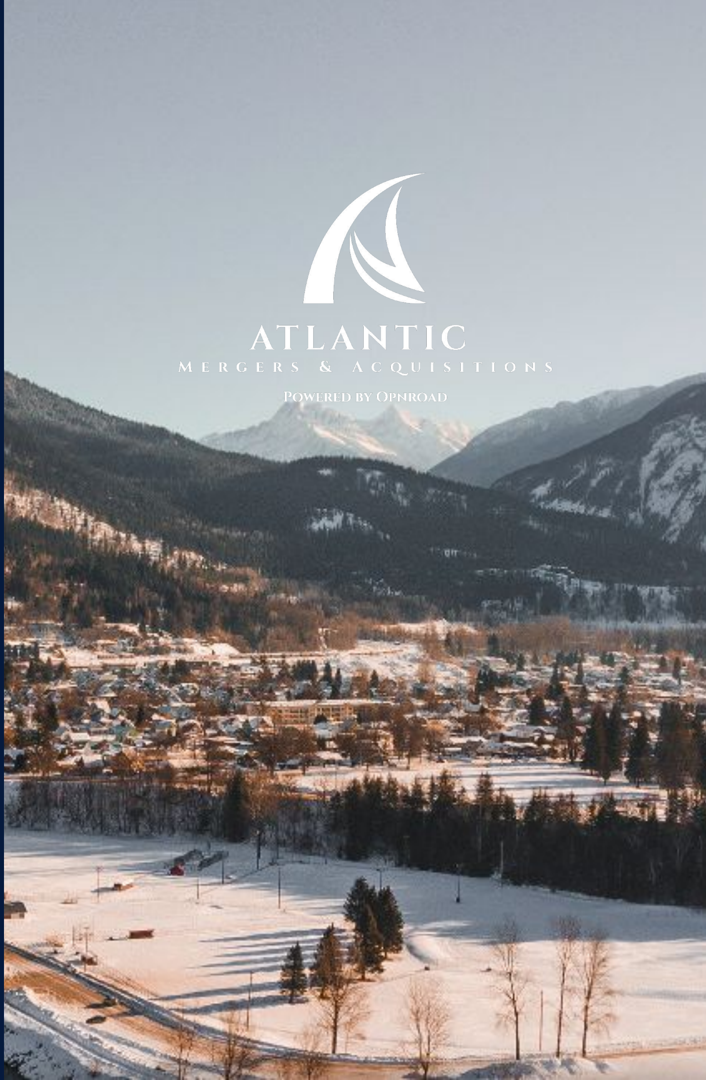
SOLUTIONS	INVESTMENT	INCLUDES
GENERAL M&A CONSULTING	$5,000 / month	For general advisory on an M&A transaction, we offer full-service consulting from an M&A Advisor for a fixed monthly fee.
BUSINESS BROKER 101 COURSE	Contact Us	Business Broker 101 is a 2-day course created by our founder Scott Duke and is currently taught to the Real Estate Board of Greater Vancouver and the Victoria Real Estate Board. The course is designed for realtors looking to expand their commercial practices to include business brokerage.
SPEAKING SERVICES	Contact Us	Scott Duke is an established speaker in the M&A space having hosted two of our industry's largest events; the Exit Plan Summit and 10X Live. Contact us if you would like to have Scott as part of your event.

ABOUT US

OpnRoad

Our Mission

We are a forward-thinking M&A firm dedicated to assisting North American business owners to **achieve growth and transition goals** within the lower-middle market.



Our Values

Here's what guides our decision-making process at OpnRoad.

BEYOND EXCELLENCE

We deliver an exceptional experience for everyone involved in a transaction, all while continuously refining our processes.

TRANS-PARENCY

OpnRoad is built upon transparency from the inside out, resulting in clear and honest communication for our clients, partners, and employees.

FREEDOM

We create meaningful connections with our clients to identify and achieve their personal freedom goals.

JOY

We experience a sense of joy in all aspects of life. Beyond the workplace, our team finds happiness within the Great Outdoors of British Columbia.

Thank you,

Schedule a call with our team today.

+1 506-260-1601
jim@atlanticmergers.com
atlanticmergers.com

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