

The Veld Group

Redefining Business Brokerage with a Proven System



Michael Wildeveld,
Founder & Business Broker

Ryan Clark,
Director

Selling their business at an attractive price and favorable terms is a dream for every owner. Seasoned business brokers are committed to facilitating these outcomes. With over 20 years of experience and a thousand successful transactions, The Veld Group serves as an invaluable resource that business owners can rely on to accomplish their goals. The Veld Group delivers a refreshing, holistic approach to business brokerage (business sales), mergers and acquisitions, valuation, and exit planning, that enables their clients to navigate the complicated, ever-evolving marketplace. The company has leveraged their 20 years of best practices to develop a system to not only make their client's business more valuable, but also more marketable and ultimately transferrable in the case of a sale, merger, or their surprisingly wide range of alternative transition strategies.

PERFECT BLEND OF SYSTEM AND KNOWLEDGE—THE VELD GROUP'S RECIPE FOR SUCCESS

"Our system is a culmination of two decades of developing our own best practices. We didn't invent all of it, but we've certainly incorporated the best of what we've discovered over the years so future clients can avoid past client's mistakes. Of course, we are also multi-disciplinary as we operate in the M&A, Valuation and Exit Planning Fields. As a result, in addition to the innovations we've introduced to Business Brokerage, we've also cross-pollinated practices from these fields to deliver greater value and provide more solutions," says Ryan J. Clark, founding partner at The Veld Group.

The Veld Group begins with the basics. They have a discovery call where they learn about the business, and understand its value drivers, strengths, and weaknesses. As

discussions continue, they delve into the financials, product lines, associated margins, talent pool, and most importantly, the opportunities that the business has not yet capitalized on. Of course, sales channels, customer or vendor concentrations, owner or key staff reliance, and other factors need to also be assessed. Based on the initial findings, The Veld Group team



We know what it means to sell a client's business on their terms, so that they can exit gracefully and establish the legacy they deserve!

collaborates with the client to formulate plans to mitigate real or perceived risks, address potential challenges, and evaluate the merits of varying transition strategies and their likely outcomes. This tends to be a meticulous process that culminates in a verbal, informal, or formal valuation. Should each party's expectations be in line with one another then the parties move forward to 'package' the business or create a comprehensive marketing piece on it that highlights its history, but also looks toward its future. The Veld Group applies several strategies to short-list select strategic buyers, create a pool of investors and generate interest in every opportunity. The value of this cannot be discounted, but it's the very existence of competition that is created that drives the demand that creates the necessary competitive marketplace. "Of course, this is not the end of the process, it's only the beginning of it," says Clark.

Though they represent sellers, The Veld Group stresses that you must appreciate buyer concerns if you hope to complete a transaction. The parties not only need to reach an agreement, but they must also feel that it's fair to all sides. Having witnessed so much, The Veld Group is able to draw from its experience to ensure that everyone is satisfied.

CRAFTING SUCCESS STORIES FOR CLIENTS

The path to a successful outcome is not always the intended one. In one instance, The Veld Group assisted a client that supplied goods and services to Hollywood's entertainment industry. The client hoped to sell their business and its real estate together. Ryan Clark, however, was able to obtain an

attractive offer for the land at a \$1 million premium. The team orchestrated the transaction utilizing a 1031 Exchange



strategy, identified a qualifying 60k square foot replacement property, and worked with the client to implement the growth initiatives that had been devised for the company's buyer. With the excess sales proceeds and capital gains tax savings, the seller realized an additional \$2 million to invest in their vision for the enterprise's future. The plan paid off. The business was sold at a premium with mitigated taxes. In addition to creating an attractive income stream as a landlord, The Veld Group negotiated an arrangement where the seller could collaborate with the buyer to continue to create new products to serve their former client base.

What enables The Veld Group to deliver market-differentiating sales and exit strategies is the creativity of its team, coupled with the unparalleled network of customer-centric professionals from the legal, accounting, tax, estate planning, and financial and wealth advisory disciplines that it they have cultivated over two decades. **BM**