Buy-Side Representation

Many Middle-Market transactions are proprietary deals. This number has declined from 71% in recent years because of the growing sophistication of sellers—predominantly private equity groups—and the growth of investment banks representing sellers at this level.* In this kind of an environment, buyers find themselves competing with multiple parties in an auction to acquire a business. In light of this Middle Market trend, how can you, as a buyer, have the competitive proprietary edge in your acquisitions?

Through Buy-Side Representation.

Kruse Acquisitions , LLC *specializes* in Buy-Side Representation. We build databases tailored to your needs and call CEOs directly to find interested sellers who fit your specified parameters. *And we call them exclusively on your behalf.* We then do initial screenings of potential investments so when you sit down to look at a deal, you can expect that it is something worth your time.

Summary of Kruse Acquisitions Buy-Side Acquisition Process

✓ Sign Acquisition Search Engagement with client
✓ Work with client to clarify their ideal acquisition at the present time
✓ Build a database of potential targets
✓ Systematically cultivate that database with direct phone calls to CEOs/Owners
✓ Review leads with client
✓ Get financials from those targets of most interest to client
✓ Review and narrow options
✓ Negotiate
✓ Perform due diligence
✓ Close

Fees: Success fee due at closing and retainer during search and dilgence process.

Contract Tim Kruse at Kruse Acquisitions for further details.

608-832-6700 tim@kruseacquisitions.com www.kruseacquisitions.com

"Cold calling is the heart of the direct solicitation program; a letter campaign, by itself, will be wholly ineffective. A prospecting sequence consisting of a series of direct telephone solicitation and follow-up letters will yield the highest return. The timing of each call and letter is crucial, and once again, consistency is key."

Mark Dinan, Mid-Market Buyout Review 2006

* See the Michael Dinan article in FW **Mid-Market Buyout Review 2006**

Kruse Acquisitions will:

- Build databases tailored to your acquisition needs
- Directly contact CEOs of companies that fit your parameters
- Conduct initial screening of potential investments
- Advise client through the entire acquisition process

How the Numbers work:

- 100 Calls to qualified companies yield about 20-30 leads.
- 20-30 leads result in about 5 whose financials we examine.
- 5 closely examined companies lead to 1-2 acquisitions.