

TERRY H. MONROE

*Straightforward Advice
for Current and
Aspiring Business Owners*

Do You Know What Your Business is REALLY Worth?

AS BUSINESS OWNERS, our largest financial asset is likely our business. We know how much money we have in the bank and what our house is worth, but what about our business? Do we

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know what our business is worth? This is one of the most important questions that business owners can ask themselves, but it's also one of the hardest to answer objectively. The implications of the truth can be difficult to face—both financially and emotionally. But if you don't know with reasonable certainty, it's likely a buyer

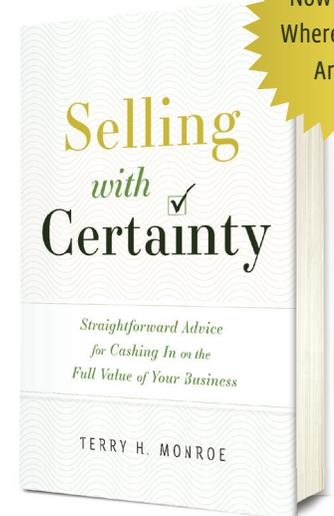
might think it's worth less than it is.

If you find yourself in this situation, all is not lost! It is never too late to get organized, address whatever issues may be holding your business back, and work to improve the value of what you've probably dedicated your life to building.

Terry Monroe, president and founder of American Business Brokers & Advisors and author of *Selling with Certainty*, uses his extensive experience as a business owner and advisor to share his professional understanding of business growth and enterprise management.

He's dedicated to helping business owners solve their issues and increase the value of their businesses. With his help, you can feel confident in your answer to that all-important question and ensure your business is worth top dollar.

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About Selling with Certainty

Smart people can and do make dumb decisions when selling their businesses. Don't be one of them—and save thousands or millions in the process!

In *Selling with Certainty*, Monroe provides friendly, appealing, no-nonsense advice to business owners about how to avoid the common pitfalls of selling their businesses—while ensuring they get full value from the years of hard work they've put in.

Featuring real-life stories of owners who ventured blindly into the sale of their businesses and honest insights from his own mistakes (what he calls his “expensive experience”), this book is the definitive guide on what to do and not to do when it's time to sell. Monroe shares a lifetime of experience to help business owners decide if they are really ready to sell, and if so, how to come out of the process with the money they deserve in their pockets.

Give Your Audience the Benefit of Terry's "Expensive Experience"

TERRY SPEAKS TO his audiences with a no-nonsense and often folksy approach while providing solutions that address the issues at the top of the minds of business owners, entrepreneurs, and anyone interested in buying a business, selling a business, or growing their business. Depending on the makeup of your audience, Terry can tailor his speech to—

- ✓ Help current owners maximize the value of their business—whether they are thinking about selling or not
- ✓ Prepare owners who are thinking about selling for the process required to ensure things go smoothly
- ✓ Deliver enlightening, entertaining anecdotes from his roller-coaster career of owning over forty businesses
- ✓ Ensure that business owners at any stage adopt a productive, healthy mindset about their businesses
- ✓ Help potential buyers avoid the pitfalls of buying a business



TERRY MONROE IS the president and founder of American Business Brokers & Advisors. He is the author of *The Art of Buying and Selling a Convenience Store* and *Selling with Certainty: Straight-*

forward Advice for Cashing In on the Full Value of Your Business. He is a professional intermediary, a market maker for privately held companies, and has been involved in the sale of more than 500 businesses. He also serves as an advisor, consultant, and speaker, and assists in market valuations. In his thirty-plus years of service, he has owned and operated more than forty different businesses throughout the United States and Canada.

This extensive experience has given Terry a thorough understanding of business growth and enterprise management and made him an expert in the convenience store, retail, and service industries. His repertoire of businesses varies: Terry has been a multi-unit operator of restaurants and retail locations, a franchisor and a franchisee of multiple franchises, a real estate developer, and a business broker. He shares his "expensive experience" in a "Financial Insights" guest column for *Convenience Store News*, *CSP Magazine*, *Convenience Store Decisions*, and the National Association of Convenience Stores. He has been featured in leading sales and business media including *The Wall Street Journal*, *Entrepreneur* magazine, CNN Money, WGN Radio, and *USA Today*.