

Press Release – For Immediate Release

Seeking: Companies not for sale

Introducing: The W. Alexander Group

Interim Alternative for Selling a Business with \$3M - \$15M in Annual Revenue

Experts at Building Next-Level Business Worth, for Companies in Need of Medium-Term Transition.

The Biggest Obstacle: The ‘Do-Nothing’ State of Mind.

The W. Alexander Group: Selling/Buying a Business, Business Exit, Succession Planning, Exit Planning, Business Valuation, Private Equity, Business Broker, Business Transition, Scaling a Business.

[CINCINNATI, Ohio ~ Sept. 26, 2018] Bill Goldberg isn't a psychiatrist. But he does play one at work.

Goldberg is a local executive, entrepreneur and investor who leads the newly-minted W. Alexander Group. Over the years, he's been an officer/leader of a number of highly successful public and private companies. He developed an affinity for companies with between \$3 million to \$15 million in annual revenue, a corporate sweet spot largely dominated by family-owned and closely-held companies.

“There's just so much more you can do to help businesses in that range, even if it's opening their minds to the possibility of growth, building upon their own legacy, and embracing change when that time arrives,” Goldberg says.

“Up to 90 percent of businesses with between \$3 million to \$15 million never get sold. Much less, it's never even seriously considered,” Goldberg adds. “That, in a nutshell, is a reason for the W. Alexander Group.”

Goldberg is the founder and Managing Principal of the W. Alexander Group, a private operational investment firm he launched earlier this year. Their specialty: helping these business owners address and resolve what are primarily emotional reasons for the indecision and resulting corporate ennui:

- “What else then am I going to do with the rest of my life?”
- “My company *IS* my family. What would they do without me?”
- “I just can't trust anybody else with my baby. This is my legacy. No one else will understand my business.”
- “I will deal with this later.”

Reaping the Benefits, on an Owner's Own Terms

The unfortunate result: doing nothing can put an owner's family, employees, and clients at risk, potentially causing tremendous, irreversible financial harm to the true worth of their business. It's an entrenched mentality that can paralyze.

“Many owners end up *not* communicating with family and/or professional advisors, isolating themselves and adding to the do-nothing dilemma,” said Goldberg. “The sad reality is, one way or the other, by design or default, all owners will exit their businesses. We want to help them reap the benefits of their efforts, on their terms.”

Goldberg has spent his career in a variety of ownership and executive roles at companies big and small, public and private. He recently led a successful recapitalization effort at Relevate Health Group Inc., which offered him the opportunity to launch the W. Alexander Group. Goldberg and his team have years of successful operating experience and buying and selling businesses.

His mission?

“To provide an interim alternative for owners having to sell their businesses, while still increasing business worth,” Goldberg said. “Our approach is on a private, operationally-based, investor-informed business model that protects an owner's downside, while providing an upside appreciation. It's a medium-termed solution to selling their business.”

The W. Alexander Group business model is not designed for a start-up. “We are looking for businesses in need of transferability, scaling, re-leveraging of various aspects of the business and appreciation of business worth,” Goldberg said.

Private Operational Investors: The W. Alexander Group

The W. Alexander Group is not a broker, banker, nor consultant. The company gets involved with business owners in an operational, side-by-side mode through an agreement that allows owners to protect their equity, while building next-level business worth.

Jeff Spanbauer, Goldberg’s former partner and current CEO of Relevate Health Group, said “Bill’s personal mentorship, his ability to lead, partner, and quickly make sense of complex business issues, helped rocket Relevate from a start-up to one of the premier marketing/business service organizations in the United States.”

In the spirit of simplicity, openness, and to address engagement issues, W. Alexander Group employs an agreement that addresses common mutual protections without getting into complex voting, classes of stock, etc.

Jeremy Hayden, an experienced mergers and acquisitions attorney with Frost Brown Todd of Cincinnati, said “Bill has a true value proposition: it makes good business sense and is an uncommon approach. It also provides professional advisors another alternative for their clients selling their business now.”

Why W. Alexander Group



Issue	Do Nothing	Sell Now	W. Alexander Group
Equity value of company	Remains locked up in company; potential decline	Potentially under valued; driven by past 3-5 years of operations; may not be optimal	Maximized by focusing on business worth drivers that buyers seek
Legacy	At risk	At risk	Legacy preserved
Management team	Remains in place	Usually replaced	Bias toward keeping in place
Due diligence	None	Extensive	Manageable process
Timing of realized value of business worth	Indefinite / never	Immediate	3 – 7 years
Business improvements	Remain on shoulders of current management	Not applicable	Driven in partnership with experienced business value creators
Personal impact	No change from current lifestyle	Major, abrupt lifestyle change	Build business with partners; take positive, incremental steps toward exit
At risk	Family, employees, clients	Process consumes owner	Equity protected with exit-experienced partner

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ABOUT [THE W. ALEXANDER GROUP](#): Founded in 2018 by Bill Goldberg, [The W. Alexander Group](#) of Cincinnati is a Private Operational Investor Organization engaged in helping businesses with between \$3 million and \$15 million in annual revenue increase their business worth and transferability. For more information, please visit www.WAlexanderGroup.com call (513) 666-8226 or send an e-mail to info@walexandergroup.com.

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