

# WELCOME

Unlock New Revenue with Business Exits

## Martin Hansen

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With over 30 years of M&A expertise using the same proven process embedded in Mavrek, Martin has been instrumental in closing over 600 deals across diverse industries, with the gross consideration to clients totaling in the \$ billions.

## Alana Dobbins

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Alana has over 20 years in M&A, providing strategic guidance across transactions ranging from \$1 million to \$100 million in revenue.

Mavrek is an all-in-one software solution designed to empower business advisors to take on leadership roles in business buy or sale transactions, regardless of their experience level. It enables advisors to confidently provide expert guidance to their clients in the buying and selling of businesses, irrespective of their current area of focus.

# How Does Mavrek Work?

Mavrek guides you through the process of buying or selling a business so you can guide your client!

## Features

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Step-by-step process with customized features.  
Tools to boost successful closings.

## Benefits

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Gain confidence in advising clients.

## Customized 6 Step Process

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Specific tasks to keep all parties aligned.  
Organizes documentation, calls, emails, and to-dos.  
Centralized deal activity tracking.

## Empowerment

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All-in-one software for novice to experienced advisors.  
Enables all advisors to provide expert advice to clients embarking on a business transactions.



# How to leverage Mavrek in the various roles you may take on when advising on the sale or purchase of a business.

## Leadership Advisory Role vs. Passive Advisory Role

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Any type of business advisor can assume either role:

### Leadership Advisory Role

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Acts as the ringleader of the transaction. This role manages the process from beginning to end in Mavrek, tailoring the platform to the client's needs and their specific deal. This may vary across different scenarios, requiring more or less time and different supportive team members.

### Passive Advisory Role

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Has a seat at the table and takes a supporting role. This role involves continually logging into Mavrek to stay engaged in the transaction, participating as needed, and supporting the client's and transaction's requirements. Chose how to bill for your services, hourly, success-based fee or a combination of both, flat fee or percentage

# Simplify the M&A Process with Mavrek

## Uncomplicate the Process

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With Mavrek, you can simplify a complex transaction process for your clients.

## Empower Your Clients

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Your clients no longer need professional M&A advisors to streamline their transactions—you can do it with Mavrek.

## Leverage Your Relationship

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Assist your clients in navigating transactions by leveraging your trusted relationship and skillset to help them achieve their business sale or purchase goals.

## Be the Trusted Advisor

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In your role, you are best positioned to support your clients through their deals. You know them best. All you need is a little time getting acclimated on the Mavrek platform and a proactive approach to identify clients you can assist.

## Be Accessible

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Business owners often have limited access to advisors who can guide them effectively during this critical juncture in their business lives. Be there for them with Mavrek.

# How to Integrate Mavrek into Your Practice

Now that you've decided to set up a free Mavrek account, it's time to learn the how to integrate this offering into your current practice.

## Be Proactive

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Inform your clients and professional network about your new service offerings.

## Be Specific

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Clearly communicate to clients: "If you're considering buying or selling a business, I can help."

## Engage Your Clients

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Onboard your clients to Mavrek and guide them through the process of preparing for their sale.

## Assist Buyers

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Collaborate with business buyers to identify opportunities and invite sellers to Mavrek.

## Mavrek's Six-Step Process Features and Tools

First Steps in Representing a Client Selling Their Business Complete Business Profile

### Sections

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General Business Details, Operational Information, Financial Statements

### Begin the Six-Step Process

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1

#### Prepare for Sale

Prepare documentation, upload to Mavrek data room

2

#### Find a Buyer

Finalize company marketing information. Locate a buyer

3

#### Negotiate Your Deal

Use Mavrek to facilitate negotiations

4

#### Final Due Diligence

Provide documentation for buyer verification

5

#### Legal Documentation

Finalize legal documents and close transaction

6

#### Transition

Transfer ownership to the new buyer



# First Steps in Representing a Client Buying a Business

Execute their non-disclosure agreement

- 1 Initial Review**  
Build your team, complete your initial review

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- 2 Make a Decision**  
Finalize company marketing information Locate a buyer

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- 3 Structure Your Deal**  
Use Mavrek to facilitate negotiations

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- 4 Due Diligence**  
Provide documentation for buyer verification

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- 5 Close Your Deal**  
Finalize legal documents and close transaction

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- 6 Transition**  
Take control of your new business

Join **M**avrek for Free

[www.mavrek.com](http://www.mavrek.com)