

The Alliance Bulletin

An Innovative Financial Resource



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February 2010 Newsletter

Dear Sam,

ACC offers this newsletter as a means of sharing thought provoking and stimulating articles to our clients and associates.

We hope you find them of interest and invite your submission of articles for future newsletters that you feel would be of interest to our readers.

We also invite your input with regards to this change of format from a newsletter mailing to an e-newsletter.

Sam Fallenbaum

Should you sell your business

The decision to sell your company, or to put effort into improving it, is affected by both personal issues and business conditions. You may be at the point in life where you want to try something new or want to retire. If you do decide to sell your company, ask yourself whether it is ready to be sold and is of interest to potential buyers.

Readying a business for sale is much like readying a house for sale. Business owners must

determine whether their company is profitable enough to appeal to the marketplace. You may find that you need more than a fresh coat of paint in order to appeal to buyers.

If you don't want to sell immediately, you may instead want to restructure your company, find a new focus, and make some good profits before selling at a later date.

Regardless of your situation, there are three paths that you can follow:

1. Decide that you are here for the long haul and that you need to find new direction and ways to improve profitability. You have the energy and the funding to see this transition through.
2. Decide to sell your company for various reasons, but make improvements first to realize the greatest sale value.
3. Simply sell your business as is to the highest bidder. Depending on the condition of the company, this option may not yield more than fire sale values of your equipment.

In order to be ready to sell, you must have a plan of action to improve your weaknesses. It will take at least six months to develop an assessment as well taking specific steps to correct shortcomings. Then use the next 12 months to monitor results in sales and profits and several operational metrics including customer satisfaction. Measuring such results will get you the extra value in a business sale.

There are a number of specific areas that must be addressed before you think about selling, including:

- Your company's strategic focus
- Identifying what your customers want today and will want in the future
- Long-term industry direction
- Effective marketing and sales systems
- Production and administrative efficiencies
- Management and employee skills and training,
- Cleaning up your balance sheet, corporate record book, debt positions and tax filings

But before any of these steps are started, owners should first ask themselves whether they have what it takes to turn their company around. Are you engaged but frustrated, keen to move your company forward but not sure how? Or are you disengaged, going through the paces with no solid improvement plan, and wishing you could just get out now?

Rather than any structural or marketing weakness in a company, in my experience, the determining factor in the success of any turnaround program is how committed the owner is to working to achieve success. If you are committed and eager to identify ways to develop a profitable competitive advantage then you are much more likely to increase the value of your company, whether you wish to sell or stay for the longer term. Now that winter is upon us, it is imperative that you develop action plans for your company and implement them. Doing the same old things is not an option.



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Introduction of New Programs

1-ACC can also now extend leasing for Canadian and cross border opportunities

2-ACC introduces it's " Flexible Financing Program" where the payment stream can be structured to meet your particular cash flow needs. The monthly lease payments can be deferred, stepped up or down depending on seasonal fluctuations or ramp up periods.

3- Working capital loans up to \$25,000. No collateral required...perfect for Start-ups, home based and small businesses....low affordable payments with no prepayment penalties for early payoff.

4- ACC is pleased to announce the launching of it's Micro Ticket Leasing program. We will consider transactions from \$500-\$2,500 with terms from as

low as 6 months to 24 months.

Sincerely,

Sam Fallenbaum
Alliance Commercial Capital

About Us



Alliance is a national equipment leasing company providing innovative services to manufacturing, wholesale, and professional service industries. Headquartered in Chicago, Illinois, with six offices throughout the United States, the company was founded in 1982 and serves a broad market from small businesses to Fortune 500 companies. What makes ACC unique is its objective on making financial solutions happen rather than turning opportunities down by focusing on the integrity of the applicant and their ability to meet their obligations, rather than on the equipment it's being asked to finance. ACC is a relationship lender that creates flexible financial solutions to meet their client's unique cash flow needs
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