

Beyond the Finish Line



Presented by Kat Ramirez, Business Broker and Mergers & Acquisitions Advisor

Helping Business Owners Protect Their Legacy, Empower Their People, and Strengthen Their Communities

The materials being presented represent their own opinions, and do NOT reflect the opinions of NOWRA.

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About Kat

Katherine “Kat” Ramirez is a powerhouse in the world of business acquisitions, marketing strategy, and succession planning. As CEO of both 10X Business Broker M&A and adBidtise, Kat brings decades of experience helping business owners unlock the full value of their companies—whether they’re preparing to sell, scale, or transition to the next chapter.



Key to Success

**“Succession isn’t the end—it’s the legacy
you leave behind.”**

“Who has a written succession plan?”

Why It Matters!

- **81% of privately held businesses plan to Sell in the next 10 Years**
- **Only 35% have a formal plan**



81%



35%

The Cost of No

Plan

- **Loss of business value**
- **Leadership vacuum**
- **Employee turnover**
- **Family conflict**
- **Community disruption**



The #1 Reason Business Owners Do Not Sell Their Business is because:

“They Say They Will Work Till They DIE!”



Clarity Your Reason For Selling

Be prepared with a clear, strategic answer whether it's:

- retirement
- burnout
- new ventures
- or a planned transition



Start Planning

EARLY!

Ideally, begin preparing 24 to 48 months in advance.

- **People**
- **Operations**
- **Books**



Get A Professional

Valuation

this ensures your asking price is grounded in market reality and helps justify it to buyers.



Prepare Financial and Operational Documentation

Transparency builds trust and speeds up due diligence.



Improve Transferability

Systematize operations, reduce owner dependency, and build a team that can run the business without you. The more turnkey the business, the higher the value.



**No One wants a business you
have to babysit!**

Boost Business Value

Focus on increasing profitability, recurring revenue, and customer retention. Eliminate unnecessary expenses and highlight growth potential.



How Will You Sell?

**Hire a Professional
Business Broker or M&A**

You 100% YOU



Market the Business Strategically!

Craft a compelling business overview and prospectus.

Confidentiality & Protection is key!
Use NDAs



Qualify Buyers

Vet financial capability, experience, and intent.

Avoid tire-kickers and time-wasters.



Negotiate Terms

Use a skilled M&A attorney to protect your interests.



Due Diligence

Expect a deep dive into financials, legal issues, operations, and customer relationships.



CLOSE the Deal

Finalize legal documents, transfer assets, and settle financial terms. Ensure compliance with tax, legal, and regulatory requirements!



Septic Business

Success

3rd Generation Business had no kids. They had to sell to keep the business going. They tried to sell on their own and could not find any “Serious Buyers.”

They did not want to give up so they hired a Business Broker and Sold the Business for \$100,000 more than they had it listed and it SOLD in 3 months.



Common Pitfalls

Lack of Transition Planning
A Clear Strategy is essential for a smooth transition.

Proper Valuation
Failing to assess the true worth can lead to losses.

Bad Book Keeping
Your Books and Records need to be **clean and clear** and easy to understand.

Emotional Decisions
Avoid letting feelings cloud judgment during the process.

Avoiding Pitfalls

- **Start early**
- **Build leadership pipelines**
- **Document processes**
- **Communicate clearly and often**



Succession Roadmap Overview



Assess business

readiness identify key roles & successors

Document systems & knowledge

Engage

advisors set timeline & review annually

“What’s your biggest concern about Succession Planning?”

Let's encourage participants to share their thoughts on **effective succession planning** strategies and experiences.





Embracing Change

Key Takeaways

- Succession is not retirement—it's reinvention
- Your legacy is more than your business
- Start today, Not Someday

Next Steps

- Implement a clear roadmap for action
- Start Planning Your Successor with your team
- Seek expert guidance when necessary

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