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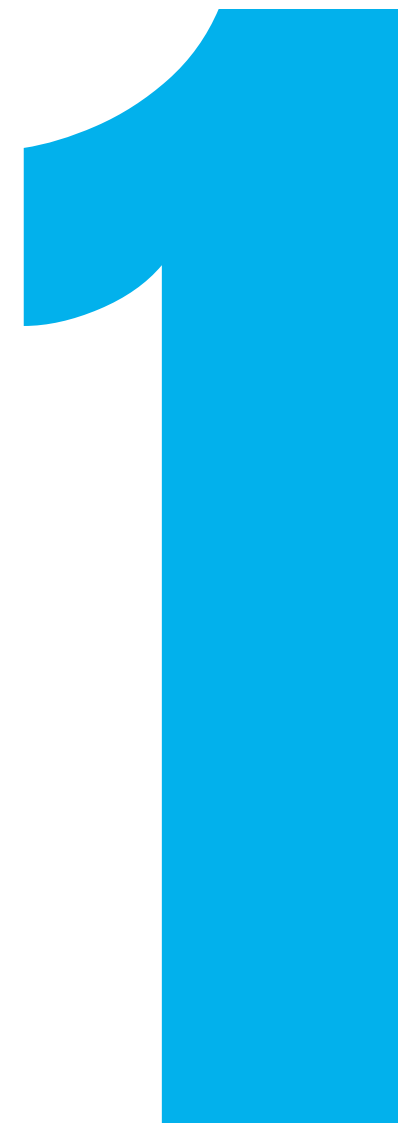

BERINGER

CAPITAL

3 ADVANTAGES OF SELLING TO PRIVATE EQUITY

GIL OZIR,
Managing Partner,
Beringer Capital





MULTIPLE "EQUITY ROLL OVERS"

- PE funds often offer the opportunity for sellers to retain some of their original equity after selling. When this happens, the equity maintained by the seller is known as “roll-over equity.”
- According to Beringer Capital, roll-over equity provides an opportunity for sellers to have “multiple bites at the apple.” In other words, “each subsequent exit could offer a larger gain than the initial one.”
- Since PE funds usually have an established plan for how long they will retain a certain asset, sellers with roll-over equity can expect to potentially profit from a second sale of their company in 5 to 7 years.

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BECOME A SERIAL EXECUTIVE

- **Gaining a reputation as an executive capable of growing PE fund owned companies can lead to further career opportunities.**
- **Executives who lead a PE fund owned company to a successful sale may be asked to run other portfolio companies. Otherwise, they might be recruited by other PE funds to help lead their portfolio.**
- **According to Beringer Capital, “building a track record as an executive that knows how to win for a PE fund can generate serial opportunities to do so, building wealth with each successful transaction, beyond what can be expected working in middle management at a Fortune 500 company.”**

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CHOOSE YOUR BUYER'S MANAGEMENT STYLE



- Sellers often underestimate the importance of chemistry when searching for a potential acquirer. Further, it is crucial for sellers to consider their acquirer's management style.
- Strategic acquirers are more likely to be “hands-on” in their management style. However, PE funds vary from being “hands-on” to remarkably “hands-off.” Sellers will often find more variety (in terms of management style) among PE funds as opposed to strategic acquires. By fielding offers from multiple PE funds, sellers can shop for their preferred post-merger management style and chemistry.
- According Beringer Capital, “your relationship with the private equity firm and how you will work together to achieve the next phase of growth can be at least as important a factor as the price you'll get on your first transaction.”

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