



Bad Economy—Let the Buyer Reap the Rewards?

The current economy has created a market that many have not lived through before. Many Sellers and Buyers assume that with the current market, the Buyers are like hyenas...waiting for when the Seller reaches their weakest point, and the Buyer can come in and claim victory.

However, the problem with this view is that there are so many hyenas, the competition has become fierce. There are many individual buyers that have been displaced due to the reduction in corporate jobs. Also, many synergistic buyers have been created since the only way to grow a company currently is to grow through acquisition.

So what we have is a situation where the Seller's can obtain the same price that would have obtained in a stronger market even though their current sales and profits have dropped. The spread between what the Buyer wants to pay the Seller may have to be settled up with Seller Financing, since the banks are still willing to finance deals, but they have dug in their heels on accepting weak collateral.

Regardless of the economy, there are great deals, and win-win deals for all...you just have to understand the currents of the ocean you are swimming in!

Copyrighted 2008

Capital Endeavors, Inc.

P.O. Box 895, 232 Crogan Street, Lawrenceville, GA 30046

Web: www.capitalendeavors.com Email: davidstill@capitalendeavors.com

PHONE: 770-962-8399 FAX: 770-962-8640