



Establishing True-North...together.

NEWS RELEASE

COMPASS POINT ANNOUNCES CERTIFIED EXIT PLANNING ADVISOR CERTIFICATION

Obtains Training and Tools to Maximize Clients' Business Value and Minimize Taxes

(Allentown, PA, December 2, 2008) – Tom Garrity, Managing Partner of Compass Point, an Allentown-based business management consulting firm, recently earned the Certified Exit Planning Advisor (CEPA) designation after completing the [Exit Planning Institute's](#) intensive CEPA program. Garrity joins an exclusive group of fewer than 100 business advisors worldwide who have received this designation. This certification gives Garrity the training and tools to uniquely help lower mid-market business owners position their businesses for transition, to maximize the business' value and convert that value to owner wealth.

Compass Point works with owners of closely-held, lower mid-market businesses, with revenues between \$2MM and \$40MM, to help grow their businesses and prepare for transition of ownership.

According to the Small Business Administration, "80% of the small and medium sized businesses for sale at any given time do not sell." Therefore, the ability to create value and convert that value to client wealth becomes increasingly important as businesses mature. It is imperative to create this value long before the transition of ownership if the owner hopes to optimize his or her wealth.

According to Tom Garrity, "Most business owners run their business as a lifestyle business. They have created a comfortable (sometimes very comfortable) lifestyle that they are able to support through the business. But when it comes time to transition ownership, buyers (internal or external) are not interested in lifestyle businesses. They want businesses that generate cash flow, have a solid management team, and have future growth potential. They want to make a return on their investment."

Many of these businesses end up being unsalable or sell for far less than they should. This shortage digs deep into the owner's financial goals and objectives, since 90% of the net worth of most owners of small and medium sized businesses is tied up in the business. This means many owners are either stuck in their business much longer than desired, sell for a fraction of what they could have, or are forced to liquidate because they didn't build a salable company.

"We have helped many clients reposition their companies to create more value for prospective buyers, while at the same time improving current day performance, which equates to more cash and profit today", notes Garrity. "Our certification with the Exit Planning Institute gives us the training and tools to help our clients not only maximize value but minimize taxes as well."

For more information, contact Compass Point at 610-336-0514 or info@compasspt.com.