

22 Reasons to Sell Your Agency Now

By Scott Leff

1. Your grandkids don't recognize you.
2. Your kids don't recognize you.
3. Your spouse/partner doesn't recognize you.
4. You don't recognize you.
5. You met with TobinLeff, and we said, "You're ready to go to market."
6. You just told a client they should spend all their ad budget on broadcast television.
7. You're still convinced that digital is a passing fad.
8. When you watch TV, you mute the sound between commercial breaks.
9. There just isn't enough time in the day for pickleball and golf!
10. You're growing, profitable, and poised to enter negotiations from a position of strength.
11. Faced with an economic downturn, your response is, "Oh, that again? Ho-hum."
12. You went on an extended vacation and nobody noticed. (This can also be a sign to stay on vacation and keep cashing those checks. A risky strategy, but appealing to some.)
13. When your staff asked about working remotely, you said, "If you want to work from home, get a hobby."
14. You have key leadership in place that wants to buy you out or else leave to start their own agencies.
15. While sitting in a creative brainstorming session, you find yourself fantasizing about meeting with your accountant.
16. You need to join with a bigger partner to take your firm and people to the next level.
17. You still tell these young whipper-snappers who want work-life balance, "In my day, we worked 27 hours, 8 days a week, after walking five miles to the office and back, uphill in both directions."
18. Organic growth is becoming harder and harder.
19. You spend more time reading The Wall Street Journal than Ad Age.
20. On your last Uber ride, you found yourself gazing at the driver and thinking, "Hmmm, that doesn't look like such a bad gig."
21. You can't figure out which reasons on this list are the serious ones.
22. You don't need to sell now. (Yup. This one is serious. When you need to sell, it's usually too late.)

If any of these sound like you, give TobinLeff a call today. To paraphrase that classic piece of advertising for Fram Oil Filters: You can call us to maximize your value now or minimize it later.

About TobinLeff, LLC

TobinLeff is an M&A advisory and exit planning consulting firm that helps business owners sell to strategic buyers and private equity groups. With over 13 years of service and more than 155 engagements successfully completed, the TobinLeff team of 10 M&A advisors and exit planning consultants is dedicated to the mission of helping owners maximize and monetize their life's work. Please visit our website at www.tobinleff.com for additional information and case studies.



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