

February 2011

Dear Colleagues:

Having recently sold my boutique PR firm in a down economy, I can attest to the importance of securing an advisor who has an intimate understanding of corporate value, saleability, deal structure, negotiation, timelines, transition protocol and the final coordination between CPAs, attorneys and all parties involved. Hiring Pete Smith of C&S Associates was unequivocally the best, most lucrative decision I made during the sale process, and I'm writing this letter both to recommend him as an expert resource for conferences/speaking engagements and endorse his advisory services.

The best thing about Pete is his ability to apply abstract sales concepts to the real world. He's able to assist in setting a reasonable asking price, zero in on potential buyers and navigate impending obstacles while always seeking viable solutions. He immediately identified the importance of providing incentives to retain my key employee and provided crucial "tell-it-like-it-is" advice about putting together an offering memorandum based on future earnings to counter a tentative marketplace. Combining realism and approachability, Pete was my ardent advocate for more than six months, taking late night calls and setting the pace for an intense but rewarding sale process.

Having run my firm for four years, I also know I would have benefited from some of Pete's concrete tips earlier in the life of my business. Knowing how firms such as Riley Communications are valued and the basic steps I could take to enhance my firm's worth while laying the groundwork for a possible transition would have helped me make better strategic decisions. "You don't know what you don't know" is a particularly adept adage for selling a business, and the insight of an honest, efficient advisor like Pete can be the difference between lining up a profitable deal and tabling a one-of-a-kind opportunity.

With more turnovers and transitions on the horizon as the economic recovery takes hold, I project an increasing need for talented facilitators like Pete who combine intuition, strategy and experience to help executives find win/win sales and acquisitions. You can learn more about Pete's approach at www.value-a-business.com or contact him directly at petesmith@value-a-business.com or (205) 837-4845 — his passion and professionalism are readily apparent. I sure am glad he was on my side of the table, and I'd recommend his expertise to anyone in a similar situation!

Sincerely,



Jacque Riley
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