

That Private, Quiet Middle Market...

WHAT IS THE MIDDLE MARKET? It's not the Fortune 500 companies, nor is it a two- or three-man job shop. In the world of mergers and acquisitions, the middle market is sometimes defined as those companies that fall into a size range, by value, from \$5 million to \$50 million.

How does the private market operate?

Unlike those attention grabbing mega-dollar deals involving large publicly owned companies, acquisitions and mergers taking place in the middle market are usually unnoticed by all except those directly involved. These transactions are normally quiet and private by nature. This quiet and private middle market world is quite distinct from that of small, main street type businesses where you would find advertised in the classified section of any local newspaper. And yet it does not presume the mega status of deals in the Chrysler-Daimler class or those between Big Pharma companies. The middle market tends to be a world unto itself with its own knowledgeable players.

The intermediary advisory firms and its individual members are an integral part of this quiet and private market. They afford business owners with a confidential way to enter and access this market, while being professionally represented by someone that knows and works in this market as one of its players. Just one of the many ways for your company to be marketed in this quiet and private market, is at various "Expos" sponsored by different business groups. What are these Expos? They are private events held several times a year that are sponsored by organizations such as the M&A Source or ACG (Association for Corporate Growth). The Expos brings together a cross section of top investment firms looking to buy middle market companies with a group of intermediaries and advisors who *confidentially* represent such companies.

There will be over \$2 Billion of buying power in the average Expo event room in the form of top lower middle-market Private Equity Groups. These PEGs are some of the best funded and most professional buyers in the world for mid-sized businesses. Their business is buying and growing companies. They have money to invest...but they are very, very disciplined.

To get your business in front of these "hungry" professional buyers, you should contact a member of the M & A Source (www.MASource.org) or a similar industry organization in your area. They will know what to do and how to do it ... so you are operating on a level playing field with these experienced business acquirers.