

## MERGER & ACQUISITION FOLLOW-UP EMAILS

### Example #1:

*(Client Name),*

*As requested, I am sending you some information about our firm. As you know, I am a (title) with (firm) in (location). Our firm represents several companies who are interested in purchasing equity positions in (types of companies) in selected markets, such as yours.*

*Given the nature of the current challenges faced by \_\_\_\_\_ and their owners as well as the increased (threats), we would welcome a discussion about how venturing with a corporate partner might make sense. Many business owners are discovering some significant benefits to working with a corporate partner, and I would be glad to discuss those with you.*

*For this reason and others, many owners are considering “hedging” strategies to take some money “off the table” to insure against future threats. Additionally, many owners are freeing up some of their sweat-equity to accommodate partner buy-outs, expand operations and acquire additional market share with established organizations.*

*I would welcome the opportunity to discuss with you, the plans of some of our clients who are actively pursuing ownership interest in (type of companies). There is no charge whatsoever to you or your partners; these clients cover all of my fees.*

*For more information and to schedule a continued confidential conversation about your strategic plans for (company name)’s future, call me at (phone number).*

*Regards,*

**Example #2:**

(Name),

*I appreciated the conversation today regarding (company)'s vision for the future. I know that although you don't consider acquiring a firm every day, we coach those who do – and have been doing so for the last (# of) years. Remember that unlike other firms, we proactively approach the passive company owner, allowing our client to work on a confidential one-on-one basis. There is no bidding war with other potential buyers. The best businesses to acquire are often the ones where the owners did not initially start out interested in selling to anyone. With these kinds of organizations complimenting your team, you will be able to strategically and tactically outperform your competitors reaping substantial returns on your investment in (name of your firm).*

*I look forward to speaking with you in the future about how to grow your organization and reach the goals you have set for yourself.*

**Example #3:**

(Client Name),

*It was great talking with you today about this unique growth opportunity. Here are my contact details for your future reference, and please take a moment to view our web site at (insert website).*

*I know you probably did not wake up this morning thinking "I want to sell my company", and that is exactly why I wanted to talk to you. Remember that we work with one client, specifically trying to take advantage of an opportunity they have seen in the market place. You might be the key to taking advantage of that situation, which could be lucrative for you and our client.*

*Of course, this particular situation may not be exactly right for you. I take pride in finding out what a good opportunity would look like in your eyes. If this isn't the right time or place, I will stay in touch with you over the years and perhaps one day come back to you with that perfect situation. Of course, this is all done on a 100% confidential basis.*

*I look forward to speaking with you in the future about other opportunities that may be intriguing to you.*

*Warmest Regards,*