

MARTINKA CONSULTING

Ideal Client Referral - Characteristics

Typical Client Profile (a business buyer, seller, or future seller)

- A company owner needing to increase their business' value (before selling)
- Someone sick of the corporate world (or it's sick of them) and has:
 - The guts to buy and own a business
 - The necessary amount of money for a down payment
 - The right skills for what they want, i.e. can manage people, processes, money, and enthusiasm (to varying degrees)
 - A good personality
- An owner looking for a large exit for their small business
- A business wanting to grow by acquisition

Geographic

- Buyers—local, regional, and national
- Owners—greater Puget Sound area

Other

- Profitable
- Industry agnostic
- Under \$20 million in sales (usually \$2-12 million)
- We want to work with nice people

Things to listen for:

- I want to sell my business
- I want to buy/own a business
- Retirement sounds good!
- I want to be my own boss
- I wish my vacation was two months not one week
- I'm sick of the corporate bureaucracy

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