

What's My Business Really Worth?

And how can I maximize its value before I sell, merge, or consolidate?

Can We Increase Profitability? Can We Improve Performance?



Print Media Association in partnership with Industry Consultant **George Lestina** is offering printing company owners the opportunity to have an Independent Consultant analyze your operation, value your business, and recommend specific actions to help improve performance, increase profitability, and maximize overall value of your business.

Comprehensive Business Valuation

- ▶ **The 18-point process will determine your company's Fair Market Value** (as defined by the American Society of Appraisers)
- ▶ **Designed for owners who are considering selling, merging, or consolidating their business.**

This service is an affordable alternative to firms charging thousands of dollars for generic valuations with little or no relevance to the Printing Industry.

Member Price: \$695 / \$995 Non-Member Price

Performance Assessment & Profit Plan

- ▶ **Measure your company's financial and operating performance against industry benchmarks in 20 key areas.**
- ▶ **Profit plan recommends specific steps to improve performance, cash flow, and value.**

Ideal for companies facing turnaround situations.

Member Price: \$995 / \$1,295 Non-Member Price

George's background includes over 40 years of Printing & Publishing experience as an Owner, Manager, Director, and Consultant. After starting his own company in 1977, George acquired and consolidated nine additional printing companies, while evaluating over thirty five others. As a long time member of the Print Media Association, George served two terms as Board Chairman, and two terms as a Director of Printing Industries of America. He currently advises clients on Merger & Acquisition Strategies, Profitability Issues, Company Turnarounds and Business Valuations.



George Lestina, Principal
Independent Print Consultants

For additional information or to schedule a valuation, contact **George Lestina** at Independent Print Consultants **(636) 346-8185.**

Or, you may contact **Tim Suraud** at Print Media Association **314-962-6780**
tim@pmastl.org

