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For immediate release

LEADING MID-MARKET GROWTH ADVISORY AND BUSINESS STRATEGY ORGANIZATIONS FORM ALLIANCE

New alliance will advance leadership development and recruitment of world-class business advisors serving small and mid-market owners.

Cleveland, OH and Washington, DC, January 29, 2015 – Affirming their joint commitment towards empowering middle market business owners to achieve growth goals and accelerate enterprise value, the Exit Planning Institute (EPI) and the Association for Enterprise Growth (AEG) today announced a new alliance. This new alliance will encourage the co-promotion of advisors between both organizations, foster greater awareness of special expertise and resources among their respective member advisors, and encourage the sharing of best practices between EPI and AEG.

The “Age Wave” in the US marketplace has created urgent need for better business strategies, which maximize enterprise value and align personal and financial goals of the business owner. In the market today, 63% of US businesses are owned by baby boomers, according to a 2013 State of Owner Readiness Survey conducted by EPI. That survey also found that 80% of those companies are not saleable, while 80-90% of the business owner’s wealth is tied up in their business. Both EPI and AEG are comprised of the nation’s top business advisors, who are organized regionally and dedicated to helping their small and mid-market business owner clients sustain profitable growth, build enterprise value and transition their businesses successfully.

“We are delighted to launch this new alliance with AEG, and look forward to partnering with the foremost national non-profit committed to small business growth,” said Chris Snider, CEO and President of the Exit Planning Institute. “We commend AEG’s mission of building local, multi-disciplinary teams of specialized business advisors to help emerging businesses thrive and prosper in a complex and rapidly changing business environment.”

“Our two organizations share fundamental goals of helping small businesses to achieve profitable, sustained growth and to transition successfully. And, that starts with educating and connecting elite advisors to assure they have the tools to help small business owners with the very best business and personal strategies,” said Eric Meyer, Executive Director of the Association for Enterprise Growth. “EPI has developed a comprehensive portfolio of educational resources and practice development tools. These resources and tools strengthen the abilities of their network of business advisors, which offers real advantages to the business owners they serve.”

About the Exit Planning Institute – EPI is delivering innovative learning experiences, performance-enhancing resources and strategic tools designed to advance the international exit planning profession. Learn more at <http://www.exit-planning-institute.org/>

About the Association for Enterprise Growth – AEG is a national non-profit helping owners of mid-market companies grow enterprise value and maximize personal wealth. AEG uses proprietary technologies to integrate personal, business and market perspectives through our selected advisors. Learn more at <http://enterprisegrowth.org/>