

The MASTER Exit Strategy:

Maximizing Enterprise Value and Preparing Yourself for Life After the Sale



Mark Herbick is the Founder and CEO of Pursant, LLC, a middle-market advisory firm specializing in M&A, private capital market financing, transaction advisory services, financial leadership support and business value enhancement consulting.

Before founding Pursant, Mark was a serial entrepreneur, having started, acquired, sold, and operated over a dozen companies since he was a teenager. Mark's companies operated at a local, regional, and national level, where he grew them through acquisitions, strategic divestitures of divisions, and managed organic growth.

Mark is a popular speaker on building enterprise value, exit strategy, and deal execution. He has delivered keynotes and sessions for a variety of organizations and conferences including Young President's Organization (YPO), University of Louisville, and Columbia Business School.

Do you have plans to sell your business in the future? Are you preparing to pass it on to the next generation? Are you one of the two-thirds of business owners who, according to research, lack a documented plan for exiting or transitioning their business?

Whatever your situation, the reality is the same: every business owner needs a master exit strategy. Maximizing enterprise value is critical in an exit— but it's only half the equation. The other half is preparing yourself for the personal transition that comes when your identity as an owner ends.

A sale or succession can be both a financial milestone and a profound emotional turning point. Many owners focus solely on valuation and deal terms, only to be blindsided by the loss of purpose, identity, and structure that can follow an exit — feelings that can lead to entrepreneurial depression.

A MASTER Exit Strategy addresses both sides of the exit equation: it helps you prepare to capture maximum enterprise value in an exit. It allows you navigate the human side of letting go — so that wealth enables you to write an exciting next chapter instead of it feeling like it's the last chapter.

In this powerful 90-minute session, you will learn:

- Two of the costliest mistakes owners make (1) focusing only on growth and profits and (2) failing to plan for life after the transaction?
- How to start building enterprise value today — no matter your industry, size, or stage of ownership.
- How to prepare yourself and your family for the psychological and practical realities of exiting.
- Strategies to avoid post-sale regret by writing your “next chapter” early and aligning your exit path with it.
- Practical steps that make you, and any next-generation successors, stronger leaders and better stewards of the business.

A successful exit is not just about the deal you close — it's about the life you create afterward. This session will give you the insights and tools to strengthen your business now, increase your options for the future, and ensure that when the day comes to move on, you do so with purpose, clarity, and peace of mind.

To book a presentation, please reach out to Kristen Wellman at kwellman@pursant.com.

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