

Broker note:

You can send this email to undesirable listing opportunities, previous unqualified leads, listings that have been in the market too long, and companies looking for growth.

A good lead to refer is any business owner with revenues of at least \$1 million+ or \$250,000 EBITDA. The owner must be open to having a “co-pilot” by their side to guide them to boost profits and company value to get their desired asking price!

Initial Sample Introduction Email

Dear [Broker's Client],

I hope this email finds you well. I am reaching out to introduce you to Menture Inc, a company that partners with businesses to help them unlock hidden profits, increase their value, and achieve their desired asking price.

Here are some alarming stats you may not be aware of - 80% of businesses listed for sale never sell, and even when they can find a buyer, over 90% sold will get less than their total value.

For this reason, I recommend the Menture Inc team, as they will be a valuable resource for your company so you can enjoy a more profitable exit.

Menture uses an AI-powered platform, a team of 14+ growth experts with over 250 years of experience, and a proven track record of identifying and securing hidden, complementary profit sources that create an increased asking price for their clients.

The new profits uncovered with their team are often used to strategically increase the company's value in the areas and ways that attract eager, cash-rich investors.

Menture's methods could be an excellent opportunity for your company to grow its cash flow and increase its value. You should contact the Menture team for a complimentary Profitable Exit Analysis to determine your company's potential and avoid leaving money on the table.

Best regards,

[Your Name]

Other email templates used by brokers:

Sample 1

Hi Mitch,

I hope you and your family are doing well. Last year when we spoke about selling your business you indicated you were still recovering from the pandemic and revenue did not reach pre-pandemic levels. At that time we didn't think you would get the value out of sale and you decided to try and increase business before a sale.

A lot of my potential clients are not ready to sell for many reasons but most of the reasons are revenue and profit related. Historically 80% of businesses listed for sale never sell, and even when they can find a buyer, over 90% sold will get less than their total value. That is not my track record because I always encourage my clients to prepare for a sale to get maximum value out of the transaction.

For this reason, I recommend you reach out to Lindsay Gill lindsay@mentureinc.com at Menture as she will be a valuable resource for your company so you can enjoy a more profitable exit.

I know Lindsay personally and her team at Menture uses an AI-powered platform, a team of 14+ growth experts with over 250 years of experience, and a proven track record of identifying and securing hidden, complementary profit sources that create an increased asking price for their clients.

The bottom line is a lot of my clients needed help before I listed their businesses for sale. Please let me know if you have any questions.

Regards,
Carl

Sample 2

Good morning Mark,

I hope you are doing well. I just wanted to follow up to see if your company is still hitting the growth and profit targets you mentioned previously. If not then I would like to introduce you to my friend Lindsay Gill lindsay@mentureinc.com at Menture.

Lindsay and her team at Menture uses an AI-powered platform, a team of 14+ growth experts with over 250 years of experience, and a proven track record of identifying and securing hidden,



complementary profit sources that create increased company value for their clients so they can get obtain a profitable exit.

Either way, I hope your company is doing well and wish you continued success.

Regards,
Matt

Sample 3

Hi <Client name> ,

As we've now been working with you for over a year we've spoken with a large number of buyers and, while we have garnered a ton of interest for <insert company name> , all buyers obviously have "struggled to see any real cash flow in the business" and nobody has offered anywhere near what you'd be happy accepting.

As we explore better opportunities for <insert company name> real growth potential into the future, I wanted to introduce you to our 2-stage acquisition partner Lindsay (on this email as well).

Lindsay and her team, (<https://www.mentureinc.com>), have a ton of experience in growing businesses in similar situations. Our goal in this situation is to see how we can not only help get your company into a much stronger position from a valuation standpoint but we're also going to help do what we can to secure these large government/municipal contracts and get you the royalties on them as you wanted.

I'm very excited about this plan moving forward. Please connect with Lindsay to set a quick intro call so she can help explain the advantages of a 2-stage acquisition and how it may be the best shot at this point to getting you what you really want in a sale.

Lindsay Gill

(647) 749-6944

lindsay@mentureinc.com

Sample 4

Hey <Insert Client's Name> ,

If you have a moment can you please connect with my partner Lindsay who specializes in 2-stage acquisitions?



As so many of these buyers we've been finding either don't have cash or are not seeing the right value for <insert company name>, we'd like to explore a 2-stage acquisition at least as an option that could help get you the actual valuation you're looking for. The more options we have the better so it can't hurt to explore this.

Please connect with Lindsay when you have a chance so she can give you all info. Everyone's info below:

Lindsay Gill

(647) 749-6944

lindsay@mentureinc.com