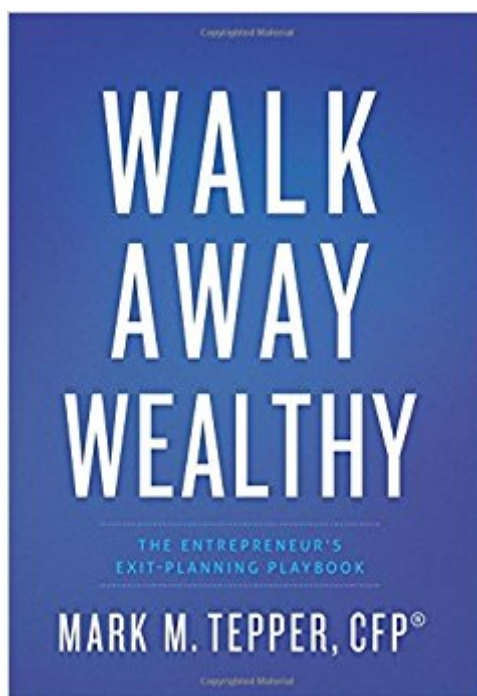




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Walk Away Wealthy: The Entrepreneur's Exit-Planning Playbook



Synopsis

The essential guide to selling your business--and walking away with maximum wealth Nearly every entrepreneur dreams of one day selling their business for big bucks, but far too many aren't aware of exactly what it takes to do so. The sobering truth is that it's very easy for the entrepreneurs who don't know what they're doing to walk away from a sale without the financial freedom they hoped for. In fact, only about 20 percent of businesses for sale will successfully transfer to another owner! In *Walk Away Wealthy*, Mark Tepper--a leading authority on wealth management and financial planning for entrepreneurs--shows you how to build a strong exit plan, an absolute requirement if you hope to get the full value from a sale. Tepper's twelve secrets debunk myths and deliver practical advice as he walks you through what most people don't know (or refuse to believe) about the process of planning their exit. And although it's best to start planning the exit as early as possible, the book also delivers advice for those who may have waited too long and feel lost in the face of a rapidly approaching sale. Selling the business you worked so hard to build can be a confusing and intimidating proposition. Let Mark Tepper clear away the misconceptions, steer you clear of common mistakes, and help you walk away wealthy!

Book Information

Hardcover: 264 pages

Publisher: Greenleaf Book Group Press (July 1, 2014)

Language: English

ISBN-10: 1626340846

ISBN-13: 978-1626340848

Product Dimensions: 5.7 x 1 x 8.5 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 15 customer reviews

Best Sellers Rank: #134,514 in Books (See Top 100 in Books) #28 in [Books > Business & Money > Finance > Corporate Finance > Valuation](#) #65 in [Books > Business & Money > Finance > Wealth Management](#) #1229 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

Customer Reviews

Nearly every entrepreneur dreams of one day selling their business for big bucks, but far too many aren't aware of exactly what it takes to do so. The sobering truth is that it's very easy for entrepreneurs who don't know what they're doing to walk away from a sale without the financial

freedom they hoped for. In fact, only about 20 percent of businesses for sale will successfully transfer to another owner! In *Walk Away Wealthy*, Mark Tepper -- a leading authority on wealth management and financial planning for entrepreneurs -- shows you how to build a strong exit plan, an absolute requirement if you hope to get full value from a sale. Tepper's twelve secrets debunk myths and deliver practical advice as he walks you through what most people don't know (or refuse to believe) about the process of planning their exit. And although it's best to start planning the exit as early as possible, the book also delivers advice for those who may have waited too long and feel lost in the face of a rapidly approaching sale. Selling the business you worked so hard to build can be a confusing and intimidating proposition. Let Mark Tepper clear away the misconceptions, steer you clear of common mistakes, and help you walk away wealthy!

Mark Tepper is a CERTIFIED FINANCIAL PLANNER, a professional with over thirteen years' experience. He appears regularly on CNBC and Fox Business, and his financial insights have been featured in publications including the Wall Street Journal, Kiplinger's, and CNN Money. A sought-after public speaker, Mark has presented at Cleveland Clinic, Vistage, Entrepreneurs' Organization, and numerous colleges and universities.

If you love the book by John Warrillow's book *BUILT TO SELL*, you MUST read *WALK AWAY WEALTHY*. A friend told me about it and it changed the way I work on my business. My big take away was that spending long hours each week in the business actually HURTS the value of the business. Who wants to spend top dollar for a business that takes them 60+ hours a week or needs to hire 2 people to replace you.

I decided to read this book as I was advising a CEO client of mine on whose board I sit. He's a young CEO - 41, and has only been a CEO for a short while...less than 2 years. The company owners he succeeded had built a legacy business, providing for many families by building a successful firm. I wanted the new CEO to imagine both the firm and himself a little differently. In addition to being a great place to work, I challenged the exec to consider building the firm's equity position to the place where it would be a compelling M&A target. I asked him to imagine himself as a 56 year old owner...so, 15 years from now. Would he still have the passion for the business? Did he have other ambitions to pursue after achieving business success? He'd make a great U.S. Congressman. When he asked how he might imagine all of that, and then how to prepare for the 15 year older him, I recommended this book, *Walk Away Wealthy*. While I'm not crazy about the title,

as it sounds a little "get rich quick-cheesy," it is an EXCELLENT book in providing a road map on how to move from being a "cash flow" small business owner to an owner who develops the equity in the business, and who is constantly, strategically preparing the business for a sale. IMO, this is what all owners should always be doing, and this author writes clearly and concisely on how to do it. I recommend this book for: current owners; companies who are either considering developing succession plans or who are going through succession now; and for younger managers who who can imagine taking over a company some day. It provides excellent advice for all. Bravo...nice job. Read it.

I was fortunate enough to have Mark present to me and a group of Biz owners - it was supposed to be an hour long, though we took double the time to shoot questions at him. Mark REALLY knows his stuff. Me and several of the others then went and bought the book, which is packed full of info. Basically we work hard at our businesses. Though there is SO MUCH to do in order to get money OUT OF IT at the end! That's Mark's specialty. He does so from the "experts" point of view, and he has tons of experience. I know his info has increased what I will sell my firm for!!!

A good friend of mine recommended me this book. I was struggling to build my business from scratch. Obviously I needed the help I could get. The author gave me wonderful insights regarding becoming an entrepreneur. You know when a book is made from imaginative facts. This is not the case as the author knew what he was saying. It was backed up by well researched data. The book is well organized. It didn't miss anything so in the end you will not be left hanging. Probably the best thing I learned is to never fear. Those who are scared to start a business, this is a highly recommended book. For those who are veteran business people, this book sums it all. After reading this book, I feel that I have a mindset of a successful entrepreneur. Hopefully I can apply what I learned on my start up company.

Was eager to read this and give to friends. It is very high level and has a list of references in the back that you need to research and do to actually execute the plan, so this is not a tool kit as much as a book on the first layers of everything you need to think about. Only downside was the packaging was awful and I had gotten one for myself at the airport but then ordered two more for friends and it was just thrown in a box with one inflatable bag, no protection, so they were scratched and dented.

One of the best business books I've read! As a tech entrepreneur, I got into my business with the hopes of cashing out at some point. This book is a great "how to" manual for building value in your business and cashing out for the highest price possible. At the same point in time, it doesn't read like a textbook with a bunch of technical jargon, so it makes it easier to absorb the information.

We had Mark on our podcast, The Entrepreneurs Library, to give a full run down of Walk Away Wealthy. Mark is sharp and his insight is right on. If you want to hear a review from the author himself check out episode 21.

If you are an entrepreneur who has started or is starting up a business then this book is for you. It doesn't matter if your business is a brand new start up or if you have been around for years there is something here for you to learn. This book will guide you step by step to plan an exit from your business in the most profitable way possible. Over the past year there have been various multi billion dollar sales of businesses that were only a few years old. Microsoft has bought Minecraft at possibly the height of its fame for \$2.5 billion. The creator is not planning to retire he is simply moving onto his next idea and has sold his previous venture for a staggering amount of money when it was at its most valuable. Of course not every business is going to sell for that kind of money, however you should have a plan in place to sell up and move on when the time is right. This book tells you how to get maximum value for your business and as the title says walk away wealthy. It is never too early to start planning your exit.

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