



LORRAINE MCGREGOR, MBA

THE SECRET TO INCREASING THE VALUE OF ASSETS UNDER MANAGEMENT

**Do You Have Business Owners as Clients?
Counting On Managing Their Exit Wealth?**

Did you know...

750,000 business owners will attempt to sell their companies this year.

90% will fail because they don't know they need to make their businesses saleable.

As a result **Billions** in business asset value is melting away...from YOUR wealth management portfolios. How will this affect your financial future?

It doesn't have to end this way. Wealth managers who show owners that the secret to exiting rich is to make their companies saleable will sell more financial solutions and increase their trusted advisor status.

Imagine increasing the value of your assets under management by **5%, 10% or even 20%**.

Imagine knowing what to say and how to say it to ensure your clients get the **exit of their dreams**.

Imagine knowing **which clients to nurture** and which will never exit.

You don't have to imagine anymore.

You Can Stop imagining and Start Using Our Proven System.

Wealth managers who explain the exit options to owners now, using our Exit Rich System, will steer their clients through this challenging decision process. Then there will be no need to patch up retirement plans for the 90% of clients who are predicted to fail at their exit. Your clients will exit rich.

Your Clients Don't Need 'The Succession Talk'. They Need Your Help to Make 'The Right Exit Path Decision.'

Lorraine McGregor shows wealth managers how to use the Exit Path discussion to get traction so their business owner clients preserve and capitalize on their illiquid asset wealth before it melts away. And you know what that means for you...

Book Lorraine To Speak at Your Next Training or Conference. She'll Reveal How You Can:

- Understand why **successful business exits** won't happen without a trusted advisor's intervention.
- Learn the 5 Step Exit Rich System to help you steer your clients to get the exit of their dreams and **increase your assets under management.**
- Leverage our Exit Rich System to give your firm a **competitive advantage.**

Here's What Advisors and Owners are Saying

"Lorraine reveals little known and closely held secrets that allow business owners to optimize their business valuations and maximize their wealth." **DaRayl D. Davis, CEP, RFC. CEO Financial Assurance Corporation, Founder of Affluent for Life Academy and author of "Economic Secrets for the New Retirement Environment"**

"Insightful! What a great roadmap for maximizing the sale of a business. We often see overwhelming challenges for business owners who do not prepare for the sale in advance." **Roger Glovsky, Esq, Venture Attorney, Indigo Ventures**

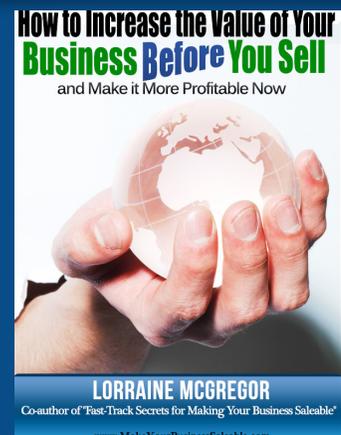
"This year alone, 750,000 companies will move through a succession event. Some will be bought, but usually at a price far below what was expected. But it doesn't have to end this way. And if Lorraine McGregor has anything to say about it, it won't."

CJ Coolidge, President, C4 Dynamics, Founder of Project DreamWork & The Institute for Intangibles-Driven Business

Author of the Amazon Bestseller **"How to Increase the Value of Your Business BEFORE You Sell... and Make It More Profitable Now"**

Co-author with Rob McGregor of **"Fast-Track Secrets for Making Your Business Saleable"**

Coming soon: **"The Wealth Manager's Guide: Ensure Your Business Owner Clients Exit Rich"**



To book Lorraine McGregor contact Corrie Winter at 1-206-395-3530 or CorrieW@SpiritWest.com. Visit our website: www.SpiritWest.com