

# Being Able to Assess All of Your Strategic Alternatives

Deciding which alternatives are best suited for you and your business's interests can be confusing. What worked a year ago may no longer be the best approach. You need to ensure that the steps taken today don't create future problems. Bruderman Brothers makes this easier for you.

## Usual Problems Faced by Business Owners



Lack of Capital



Planning



Direction



Stagnancy

## Alternatives to Grow Your Business



### ▪ **Pursue Organic Growth**

Can you apply a growth strategy without changing the business model and ownership structure?



### ▪ **Expand via Acquisitions**

Acquiring companies by horizontal/vertical integration helps you grow inorganically, capture synergies, and induce growth.



### ▪ **Explore a Dividend Recap**

Accessing liquidity associated with your ownership. Leverage steady cash flows to effect a partial monetization of your embedded equity in the business.



### ▪ **Explore a Minority Sale**

Retain the majority ownership/voting rights to control the firm's strategic direction and also have access to additional capital and a partner who can share valuable ideas.



### ▪ **Majority/Full Sale**

Finding a majority partner can be a great first step towards exiting your company. Do you have the right approach/plan to find one?



### ▪ **Something You Haven't Even Realized was an Option**

Each client situation is unique. In certain circumstances and situations, an outside-the-box strategy is warranted to help achieve the shareholder's objectives.

## Key Pointers



# Introduction to Bruderman Brothers

## Who We Are

Bruderman & Co. is a multi-generational, privately held financial services holding company committed to providing its clients with the highest level of service



Registered Broker Dealer



Registered Investment Advisor



Investment Bank



Merchant Bank



Insurance



**Trusted** Long Term Advisor to Family Businesses



Advising Clients **Since 1879**



**Professional** Owners and Operators



Create **Bespoke** Processes for Clients



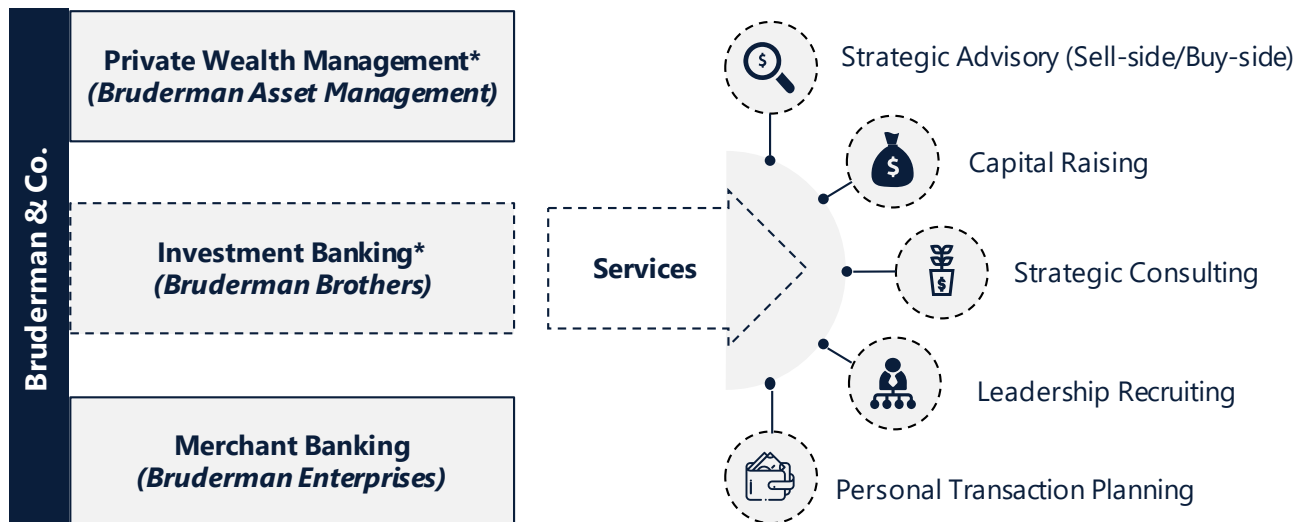
Offering A **Holistic** Solution



**Success Driven** Mindset and Approach

## What We Do

Bruderman Brothers is an independent, privately-owned investment bank that serves a diverse clientele and offers a comprehensive approach to advisory services



## Our Approach

We strive to accomplish an outcome that is best for a business and its stakeholders. With the vast transactional and operating experience of our senior bankers, we know well that one size does not fit all and understand situation specific factors that motivate and drive our clients to engage in a transaction. We satisfy the needs of ultra-high-net-worth individuals and closely held businesses, offering trusted advice drawn from generations of experience.

## Contact us

**Matthew J. Bruderman**

**Chairman and CEO**

[matt@bruderman.com](mailto:matt@bruderman.com)

(917) 310-2280

**Gerard L. Eastman**

**Vice Chairman**

[gerry@mjbc.com](mailto:gerry@mjbc.com)

(646) 237-5784

**Pete Cokleski, CFA**

**Vice President**

[pcokleski@bruderman.com](mailto:pcokleski@bruderman.com)

(917) 310-2284

**Ronald G. Lehman**

**Managing Director**

[rlehman@bruderman.com](mailto:rlehman@bruderman.com)

(917) 310-2281

10 East 53rd Street, Penthouse  
New York, NY 10022

119 Birch Hill Road  
Locust Valley, NY 11560

\* Bruderman Brothers LLC is a FINRA registered broker dealer. Additional information available at <https://brokercheck.finra.org>. Bruderman Asset Management LLC is a registered investment advisor registered with the United States Securities and Exchange Commission. Additional information available at <https://www.adviserinfo.sec.gov/>.



**BRUDERMAN**