



Eric Fogg

Former Owner of Holland Custom Metalworks



Raji Singh

President & Founder
Broadgate Capital



Randy Rua

President,
NuVescor Group

WEBINAR

Successful Exit Strategies for Fabricated Metal Business Owners

March 19, 2024

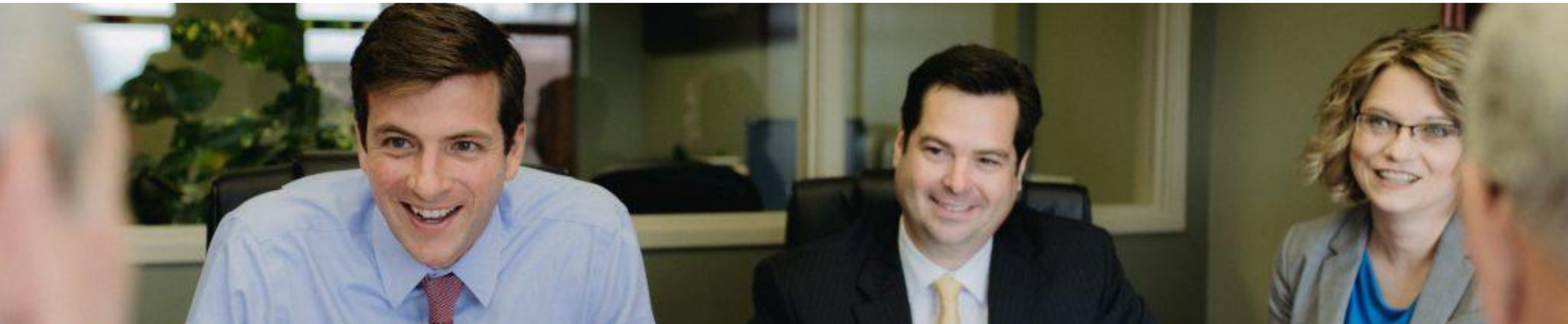
2pm EST • 1pm CST

About Us



At NuVescor, our mission is to help manufacturing business owners reach their personal and financial goals.

We provide comprehensive services including business valuations, financial analysis, and transaction advice for companies with revenues between \$5M to \$50M.



Today's Speakers



Randy Rua

President, NuVescor Group



Eric Fogg

Former Owner of Holland
Custom Metalworks



Raji Singh

President & Founder
Broadgate Capital

Today's Speakers



Randy Rua

President, NuVescor Group



Randy provides vision, leadership and extensive knowledge to guide NuVescor confidently towards its goals. He first experienced the M&A industry when he decided to purchase a business through a business broker. Later, as he worked closely with an M&A advisory firm to sell that business, Randy saw true value in working to fulfill dreams through successful business ownership transitions.

Randy began developing his own unique process and experienced great success. Randy founded Rua Associates in 2010, and in 2016 decided to purchase NuVescor and apply Rua's successful process to NuVescor's clients, seeing immediate results.

He is a Certified Business Appraiser through the National Association of Certified Valuators and Analysts, a Certified Exit Planning Advisor through the Exit Planning Institute, and a Certified Advisor for the Value Builder System.

Today's Speakers



Eric Fogg

Former Owner of Holland
Custom Metalworks



Eric Fogg, Chapter President of Truth at Work since 2018 in Holland, West Michigan, merges his passion for ministry with a solid business background. He notably expanded Holland Custom Metalworks, where his leadership over 12 years tripled the business size, navigated it through acquisitions, and innovated with Kan Ban and custom ERP systems.

Prior to his commitment to community and missionary work overseas, Eric's entrepreneurial spirit was ignited in a family-run machine shop, leading to the acquisition of Holland Pen Company.

Fluent in Spanish after a year-long immersion in Costa Rica, Eric's journey from business owner to missionary highlights his dedication to service and faith in action. Married for 29 years with four children, his life reflects a blend of business acumen and a mission-driven purpose.

Today's Speakers



Raji Singh

President & Founder
[Broadgate Capital](#)



Raji is the Founder & President of Broadgate Capital, a private equity firm based in Dallas, TX. Prior to Broadgate, Raji was the CEO & President of Impex, a private-label & branded manufacturer with offices and factories located throughout North America and Asia.

After the sale of Impex in 2005, Raji diversified into real-estate & private investing, which ultimately led to the creation of Broadgate. Raji is deeply involved in the global economy and experienced in accounting & finance, marketing, manufacturing, negotiation, and strategy.

Raji earned his BA from Pepperdine University and is a graduate of the Owner, President Management Program (OPM) at the Harvard Business School.



- 1 Current State of Fabricated Metal Industry**
- 2 Preparing a Business for Sale**
- 3 Navigating the Exit Process**
- 4 Role of Professional M&A Advisors & Ensuring a Successful Exit**
- 5 Live Q&A**



Current State of Fabricated Metal Industry

- Market conditions and growth
- State of a fragmented industry
- Automation upgrades for smaller shops
- Buyer perspective and outlook
- The buying process in today's market





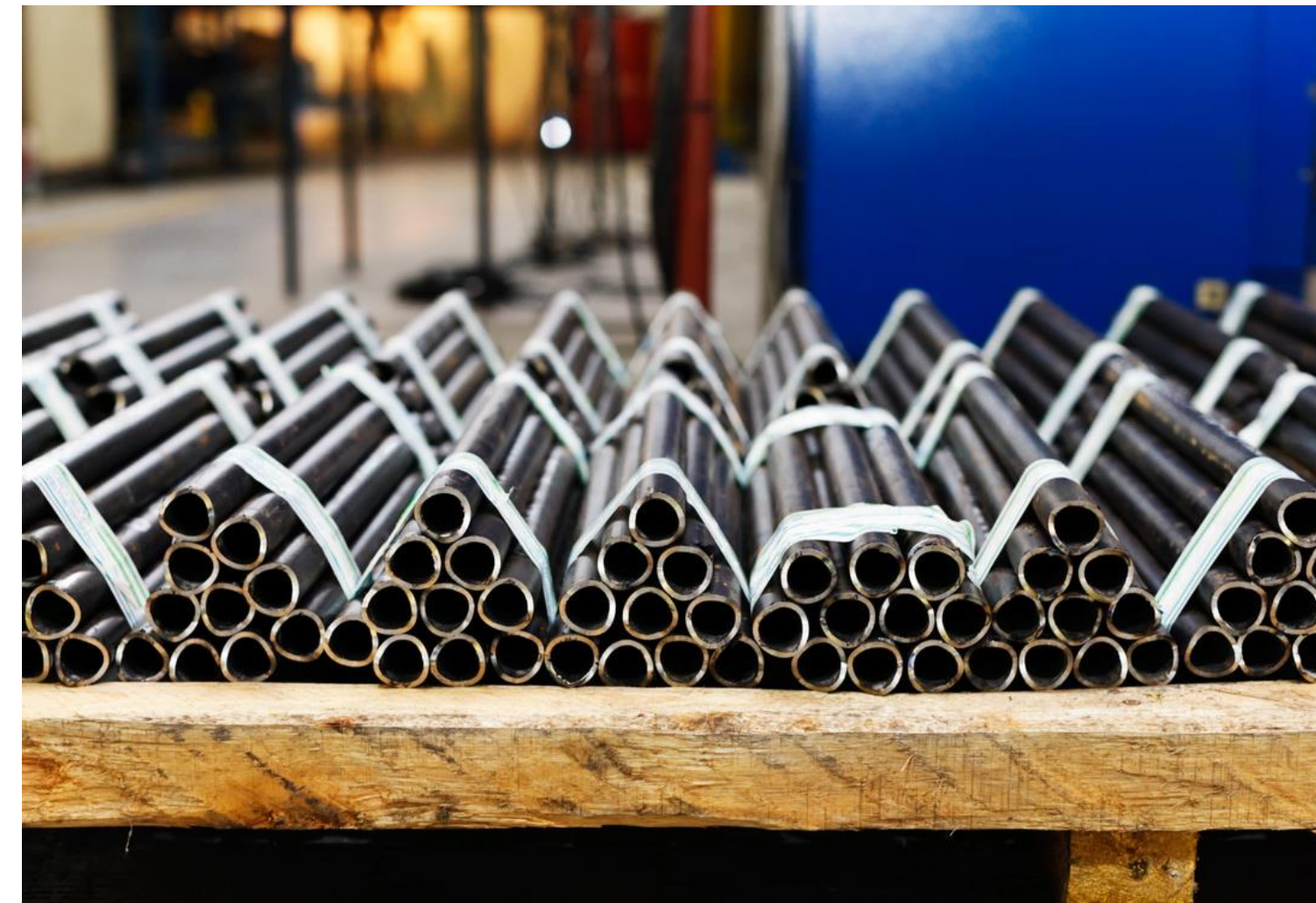
Preparing a Business for Sale: Seller Perspective

- Before starting to talk to a buyer, understand the basics of the sale process
- Make sure to understand which type of buyer would be the best fit. For example, a buyer that understands the importance of certifications
- Importance of alignment between your business and your ideal buyer



Preparing a Business for Sale: Buyer Perspective

- What buyers look for in the market
- Strong and effective management team
- Overall operations and well-organized production floor
- Has the company done any investment in automation upgrades





Navigating the Exit Process

- What to expect during the LOI and due diligence process
- Complexity of process and timeline
- Be ready for the mental and emotional fatigue
- Importance of having the right advisors





Role of Professional M&A Advisors / Ensuring a Successful Exit

Overview of the exit process, from initial considerations to final sale, as well as timelines and expectations.

- How NuVescor guides owners through complex negotiations and legal considerations
- Process of understanding the potential seller's needs: Preparing (pre-LOI), finding the buyer, and valuation discussion



Valuation Process, Marketing and Negotiation Strategies

- Buyer: What are the key aspects that affect valuation and how can owners maximize their company's value?
- Buyer: Why putting in more effort upfront during LOI is critical
- Seller: During this process it's important to find both the right fit and the right price
- Seller: The importance of maturity when it comes to finding the right fit with a buyer



Ensuring a Successful Transition

- From a buyer: the post-sale experience, from owner involvement, expectations of the new buyer, and new management team next steps
- From a seller: lessons learned on educating the buyer and example of the impact of throwing away key processes post-sale
- Elements of a successful sale and how to position your firm for a profitable exit



Live Q&A

Take The Next Step



We're here to guide you through every step of your exit journey. If you have any questions or if you're ready to start planning your successful exit, don't hesitate to reach out to our President, Randy Rua, directly. Let us make your transition as seamless and rewarding as possible.



rrua@nuvescor.com



616.379.4047



[Contact Us](#)

[Learn more at nuvescor.com](https://www.nuvescor.com)





NuVescor
MERGERS & ACQUISITIONS

Thank you!