AFFINITY ADVISORY

EXIT STRATEGY FOR SOPHISTICATED OPERATORS

Business Structuring & Succession Planning

Business structures, succession plans and exit strategies, built to convert business success into lasting, intergenerational wealth.

A GUIDE FOR OWNERS SHIFTING FROM BUILDING TO HARVESTING

WHO WE WORK WITH

Your focus has shifted from building to harvesting. Your advice should shift with it.

You've spent a lifetime building a genuinely profitable business. The conversation now is about how you exit on your terms, protect what you've built from a significant CGT exposure, and structure a post-sale life of financial security and purpose. That takes an advisor fluent in exit value, tax structuring, and what happens to your wealth after the sale is done.

THE PROFILE, AT A GLANCE

$8M–$20M+

ANNUAL REVENUE

$3M–$10M+

BUSINESS VALUE (EST.)

55–70

OWNER AGE

20–35 yrs

IN BUSINESS

2–5 years

IDEAL TIME TO ENGAGE BEFORE EXIT

THE CHALLENGE

What builds a business rarely protects it at exit

Four categories of exposure we see consistently in exit-ready owners.

Exit & Transaction

- No clear exit strategy or timeline
- Unsure of true business value or EBITDA multiple
- Fear of leaving money on the table at sale

Tax & Structure

- CGT exposure of $600K–$2M+ at exit
- Structures built for growth, not for sale
- Small Business CGT Concessions not maximised

Wealth & Legacy

- Superannuation underfunded relative to net worth
- No clear post-sale wealth plan
- Intergenerational transfer left unstructured

Personal & Identity

- Loss of purpose or identity post-exit
- Fear the business won't survive the transition
- Rushed decisions driven by health or age pressure

OUR SERVICE

An exit-readiness review that starts years before the sale

Exit Readiness Review

A structured 2–5 year runway assessment - what needs to happen, and when, to exit on your terms.

Business Valuation & EBITDA Optimisation

An honest view of what your business is worth today, and what levers actually move that number.

CGT Modelling & Concessions Strategy

Detailed CGT exposure modelling and every applicable Small Business concession, structured ahead of any transaction.

Succession & Integrated Coordination

Family succession, MBO, ESOP or trade sale - with tax, wealth, estate and M&A advice coordinated under one roof.

HOW WE WORK

A transaction-intelligent advisor, not another compliance provider

- We lead with the exit outcome, not accounting services
- Highly confidential - we earn the right to the conversation
- Peer-level engagement, not advisor-to-client condescension
- Long lead time - we invest well before you're “in market”

“You've built wealth. How much of that do you keep?”

WHAT CLIENTS TELL US THEY WANT

- Exit strategy and business valuation expertise
- CGT minimisation and Small Business concessions
- Integrated tax, super and estate planning
- Succession and intergenerational wealth transfer
- A trusted coordinator across legal, financial and M&A advisers

FIT CHECK

Is this the right time to start the conversation?

This is likely a strong fit

- Business value of $1.5M+, margins of 15%+
- Genuine intent to exit, or to plan properly for succession
- 2–5 years out from a planned exit or transition
- Open to strategic advice beyond compliance

Probably not the right fit

- No genuine intent to exit - indefinite “planning to plan”
- Wants compliance only, resistant to strategic advice
- Has not yet involved legal or financial advisors

LET'S START THE CONVERSATION

Decades of effort deserve a considered exit.

The right time to start this conversation is well before you're in market. If exit or succession is on the horizon, we'd welcome the chance to talk it through.

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