

## **WINTERS-ASSOCIATES REALTY**

is the trusted name in **Commercial/Industrial Real Estate & Business Opportunities**.

**The decision to sell, buy, merge a business and/or commercial property is a difficult one at best. Winters-Associates** assists its clients with the decision process, and has the **experience, resources and expertise** to negotiate and complete the transaction. Winters' unsurpassed success rate is based on accomplishing the following five elements required for a successful transaction:

- 1. Extensive, Creative Advertising** – Quarterly advertising in 22 cities across four states, *including direct pipeline to over 1000 large national developers.*
- 2. Maintain Confidentiality When Prudent** – Winters-Associates prides itself on completing transactions without the knowledge of employees, competitors, suppliers or anyone else whose awareness could impede a transaction or damage the business.
- 3. Professional Representation and Presentation** – Buyers seldom buy what the seller thinks they are selling. Winters-Associates determines what buyers will benefit most from the acquisition - who **needs** the business. Winters is able to identify the critical value elements and develop professionally written presentation memoranda to communicate these benefits to buyers having varying motives.
- 4. Establish Market Value** – Winters-Associates is skilled in obtaining multiple offers for each of its sale clients. Multiple offers are the only way a seller can be assured of the real market value of his real estate and/or business. Winters artfully negotiates multiple purchase offers or letters of intent, and conducts professional negotiations designed to bring potential buyers to an optimum value.
- 5. Smooth Due Diligence and Close** – The most delicate part of the process begins when a purchase offer is accepted. During due diligence and final negotiations, impediments always arise, any one of which could prevent the transaction from closing. Winters-Associates' problem solving skills and extensive experience in negotiating definitive agreements has rewarded Winters and its clients with an unsurpassed success rate.

*With Winters-Associates, you are assured the right combination of experience, creativity and expertise to best achieve your transformation objective.*

***REMEMBER, the trusted name in Commercial/Industrial  
Real Estate & Business Opportunities***