

*Mid-Market Securities, LLC is a FINRA/SIPC registered Broker-Dealer providing large firm expertise to the middle market. Mid-Market Securities represents domestic and international public and private companies & their owners. Our industry coverage is broad and our services include M&A, Buy/Sell side Advisory, Estate, Exit & Succession Planning, Private Placements & Public Offerings, Growth Capital Raises, Restructurings & Reorganizations, General Financial Advisory & Consulting. MID-MARKET SECURITIES DOES NOT CONDUCT ANY RETAIL BUSINESS OR HOLD CUSTOMER ACCOUNTS: CASH OR SECURITIES. WE DO NOT COMPETE WITH RETAIL REGISTERED REPRESENTATIVES.*

**OPPORTUNITY:** Working with Mid-Market Securities presents an opportunity for Retail Registered Representatives with Business Owner Clients to:

- **Earn Referral Fees** through participation in investment banking fees generated from referrals. Capture new and potentially significant revenue streams- tens & even hundreds of thousand dollars.
- **Increase Assets under Management** as Clients monetize business ownership interests and generate proceeds to be managed/invested. Sale of partial or full business ownership can be a significant liquidity event creating an opportunity for Registered Reps to increase assets under management.
- **Remove Risk Clients seek more Full Service Firms** by increasing service offering to attract and retain Clients. Assist Clients with their needs including: Succession/Exit Planning, Liquidity and Diversification, Financing for Growth & Expansion to support more next generation family members
- **Write More Insurance Policies** as monetization of Client owned business fosters Estate Planning and related insurance business.

**INTRODUCTION:** Many Business Owners suffer from wealth concentration risks and wrestle with issues of Succession and Exit Planning and/or Growth Capital requirements as they seek to balance their needs with their desire to afford opportunity to the next generation. Too many Business Owners think that they have to sell 100% or go Public to monetize their business and are not aware of several options available to them. When the Business Owners focus on these goals, Key Man Insurance, Business Interruption Insurance, Insurance Funding of Buy-Sell Agreements, liquidity afforded by Life Insurance and the full panoply of Estate Planning issues necessarily present.

To be able to assist Clients with their changing needs, to be able to compete with full service firms and to retain and attract new Clients, it is important to have the necessary arsenal of inputs, products and services to maintain your position as Resource of First Resort.

Mid-Market Securities Investment Bankers include licensed professionals from 8 countries who speak the languages of international business; are experienced in domestic and cross-border transactions and financings; and bring seasoned perspective and judgment to assist you and your Clients to explore and understand the options and alternatives and to execute on the selected strategies enabling liquidity, diversification and growth.

**EXIT & SUCCESSION PLANNING:** Oldest baby boomers reached 65 in 2011 and 10,000 are reaching 65 EVERY DAY. Exit/Succession Planning, Liquidity and Diversification are issues for every Business Owner. No one wants his/her last act to be locking the door without extracting capital. Many strategies can be used by Business Owners to achieve diversification and liquidity, yet retain significant equity ownership and even control in many instances. By working with Mid-Market Securities, Retail Registered Reps can provide their Clients with an array of Investment Banking resources that will allow Clients to take the next step by monetizing value embedded in their Companies, realizing their true wealth, and increasing their liquid assets under management.

Exit & Succession Planning require careful assessment of Client business and personal objectives and demand advance planning. Mid-Market Securities will present and analyze the full complement of alternatives for Business Owners, and customize the approach to meet specific needs and objectives.

**REGISTERED REPRESENTATIVE'S PARTICIPATION:**

Referring retail registered representatives:

- Participate at whatever level they desire
- Pre-clear all contact with Clients and strictly control those relationships
- Are kept thoroughly informed every step of the way
- Have no obligation beyond introduction
- Have no liability or exposure
- Have no liability for incomplete or inaccurate information

*Please contact us to learn more about the referral process and referral fees. We look forward to hearing from you*