

Your Company Name and Address Here...

Draft of sample letter to local competitors regarding possible sale of their business.

February 20, 2001

Dear Fellow Business Owner,

Are you frustrated with the industry and sometimes wish you could just sell your printing business at a fair price and get out? Do you have an exit strategy and time-line in place? Do you have a method for establishing a fair price for your business? Have you given much thought to how and whether you would finance the sale of your business?

If you answered "Yes" to two or more of the above questions then maybe we should get together and talk. Paragon Printing & Graphics and its owners, John and Mary Stewart, are in the market to acquire well-established, fairly priced printing firms in Brevard County.

We believe we have the expertise and the financial strength to consummate a sale and guarantee that your investment will be protected throughout the length of the purchase agreement. We've owned and sold various printing businesses in the past 26 years. We've bought printing businesses and we've sold them and we know the risks that are involved and how to minimize them as well.

If you have ever considered selling your business then maybe we ought to get together privately for a "no-obligation" talk about your interests and desires and how we might work together regarding a possible purchase of your business.

I look forward to hearing from you.

Sincerely,

John C. Stewart

P.S. If you would like to borrow a copy of a book titled, "*How Much is Your Printing Business Worth,*" by my friend and printing consultant Larry Hunt, I would be glad to loan it to you if you are interested.