

Business Exit Companion: An Owner's Guide to Exit Planning and Unlocking Value

Koos Kruger

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Business Exit Companion is a valuable resource for business owners in transition.

Business Exit Companion: An Owner's Guide to Exit Planning and Unlocking Value, by Koos Kruger, helps business owners move themselves—and their business—into the next chapter.

Many people think about starting a business, but few consider how to leave a business well when the time is right. With a quarter century of experience helping business owners transition, Kruger's book presents what people need for themselves and their futures as well as what the business needs for its present and future. Kruger knows the most common errors business owners make—from exiting based on someone else's desires rather than their own, to paying too much in taxes, to watching the work they've put in during the life of the business be destroyed. The stakes are high, both personally and professionally—even though some business owners don't realize it at the time. The book is a step-by-step guide that allows business owners of all kinds to make sure they don't miss anything, but it keeps the process moving forward, so owners don't get mired in indecision or have to backtrack to catch what they missed.

The tone is clear and direct, ideally suited for a professional audience without being overly formal or technical—business owners of this ilk will value the to-the-point communication and lack of hand-holding. The book has the right amount of depth and structure for self-directed professionals: a thorough table of contents helps busy business people zoom in on the information they need, and comprehensive tables in each chapter help evaluate the strengths and weaknesses of the exit plan, so owners can address the deficits and build on the strong areas.

While many exiting business owners are focused on getting out or getting to the next part of life, Kruger highlights a vital step: adding value to the business. Kruger shows business owners how to protect the investments they've made in their business and fully leverage those investments for success in future ventures.

Business Exit Companion is useful for any business owner who's looking to move on, but it's especially essential for visionary personalities who love to start new ventures, but then want to leverage those ventures to start something new. It's also particularly applicable to retiring business owners, a growing population in America as baby boomers reach retirement; there's a whole section on retirement planning.

The interior type is quite appealing—lightweight but clear—but many of the figures and graphics are a bit small and grainy.

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MELISSA WUSKE (November 25, 2015)

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