

The VERCOR Story

In Europe, there exists a mountain range called the Vercors. Majestic views await those successful few with the skill and patience to make the journey to its peak. Having an experienced guide leading the way can make the momentous journey less perilous.

Our Beginnings

Climbing a mountain is a test of strength and skill. Reaching the peak requires perseverance. VERCOR's founders spent years surveying successful investment banks in the middle market with the vision of creating a business model that incorporated their core ideals of integrity, perseverance, competency and service. In 2001, this pursuit gave birth to VERCOR, a leading mergers and acquisitions firm that offers Wall Street caliber services to companies in the middle market (\$10-100 million). From humble beginnings, and only a few offices in the United States, VERCOR now boasts offices worldwide. The firm's explosive growth is a testament to the founders' vision.



Our Values

Throughout their careers, VERCOR's founders noticed something. The journey to sell a business is a mountainous one. The average length of a deal is nine to twelve months. The buyer screening processes can sometimes draw this period into years. VERCOR's founders brought onboard experienced advisors with a shared belief in being a trusted partner from the pre-sale planning stage to the close of the deal. "The road to a closed deal is not always quick and straight," states Mark Jordan, VERCOR's Managing Principal. "We will not cut the cords on our clients. Whether it takes nine months or two years, VERCOR is going to stick with it until we reach the destination."

The VERCOR logo is displayed in a metallic, embossed style on a rectangular plaque. The letters are bold and uppercase, with a slight shadow effect that gives it a three-dimensional appearance.

Two Ravinia Drive
Suite 500
Atlanta, GA 30346
Phone: 678-855-7034
Fax: 770-206-2247
www.vercoradvisor.com

www.vercoradvisor.com

A commitment to integrity is another VERCOR hallmark. VERCOR's commitment to a strict code of ethics has not wavered since the

A commitment to integrity is another VERCOR hallmark. VERCOR's commitment to a strict code of ethics has not wavered since the investment bank's inception. "When we look into our client's eyes and say we are going to do something, we do it," insists Mark Gould, a VERCOR Principal. The firm affirms this commitment by always providing clients a realistic fair market value for their business and managing expectations with candor.

VERCOR's pledge to integrity and perseverance is matched by unparalleled expertise. The investment bank delivers an unwavering dedication to, and knowledge of, the mid-size market. Dealmakers in the Main Street sector commonly step up to the middle market to complete deals. Meanwhile, Wall Street players flock to the middle market due to its relative stability during times of economic downturn. VERCOR's advisors have over 200 years of combined mergers and acquisitions experience. Many of the firm's Principals and Managing Directors have authored books and articles on the subject of mergers and acquisitions.

Seeking to set their investment bank apart in an industry that values the next win, VERCOR places as much premium on service as it does producing results. Every professional – from its Managing Directors to the administrative professionals – works with a singular goal of pursuing the best deal for the firm's clients. The pursuit of deal excellence in tandem with client satisfaction is what reaps VERCOR repeat client referrals. Jordan adds, "Our relationship with our clients is more than just a business transaction. For us, a deal is an opportunity for us to advance their career, or usher our clients into the next stage in their life. We thoroughly enjoy sharing pieces of ourselves that can guide them higher in the journey."

To receive a complimentary, confidential Market Value Assessment, call (678) 855-7034 or visit us online at www.vercoradvisor.com today.

Quick Facts about VERCOR

- VERCOR has offices worldwide.
- Our experts have executed transactions totaling over \$1 billion in value.
- We have owned over 20 businesses in a variety of industries.
- VERCOR's Managing Directors have a total of over 200 years of mergers and acquisitions experience across numerous industries and capabilities. Amongst our professionals are noted business authors, CPAs, MBAs and attorneys.

About VERCOR

VERCOR brings Wall Street caliber investment banking services to middle market, providing mergers and acquisitions advisory services for companies up to \$100 million in value. We are committed to:

- Determining a sound, fair market value for your company
- Pinpointing key value drivers that can increase your business' value.
- Targeting emerging markets to expand your customer base through strategic acquisitions.
- Gaining critical mass and access to lower cost resources for your business through mergers.
- Developing an effective exit strategy to help plan when and how to sell your business.
- Managing, wing-to-wing, the entire sales process and representing you with integrity.
- Providing you with peace of mind by ensuring all deal makers meet securities compliance requirements.
- Sustaining momentum throughout the deal, and not just until engagement fees are paid.



Two Ravinia Drive
Suite 500
Atlanta, GA 30346
Phone: 678-855-7034
Fax: 770-206-2247
www.vercoradvisor.com

