



Document Destruction Industry Report

August 2008

In This Issue

Selling In Distress

Neighborhood Selling

Quick Links

[Shotgun Capital](#)

[Download 2007 Industry Report](#)

Hello,

If you are in the market for an on-site shredding truck, our promotion below gives you an excellent opportunity to pick up a new vehicle at used vehicle prices.



In this issue, we discuss the complexities surrounding selling a distressed business. We also point out the importance of concentric selling, to achieve leading status in your neighborhood.

Of course, if you are considering strategic options for your business including the potential sale, we look forward to discussing how we can assist you with maximizing the value of your deal.

Wishing you all much success,

Jim McGuire
President
817-421-5940

[Click here to send me an email](#)

[Click here to visit our website](#)

DOCUMENT DESTRUCTION TRUCKS FOR SALE



Available for immediate delivery!!!

Four (4) 2006 International 4300 DT466 with Allegheny custom GXM



36 high security grinders. These vehicles were built in anticipation of a large contract and were never titled. Loaded with options including a 5-year 200,000 mile extended warranty on the chassis.

For additional information, including pricing information, please email:

[Jim McGuire](#)

Or call Jim at (817) 421-5940

PREPARING THE DISTRESSED COMPANY FOR SALE

Selling a company experiencing some form of financial distress is a daunting task. Ultimately, the company's liquidity will determine the timing of the sale process. More times than not, the speed of a cheetah is required. Distressed sales always require creativity to identify hidden value within the business. When you have made the tough decision to sell, you should immediately:



1. Conduct your own internal due diligence, organizing your books and records in advance.
2. Engage capable and qualified professionals to assist you with the sale process.
3. Isolate the key issues affecting the business, and address any "low hanging fruit". Can you negotiate a rate increase with a large customer that was inadequately priced? Can you subcontract, sell, or give away a remote customer location with excessive drive time and expense?

Distressed sellers often only have one bite at the apple - one opportunity to complete a transaction. That is why it is critical to obtain capable and qualified professionals with direct industry experience to assist you with the sale process. Shotgun Capital Advisors can assist you with developing realistic valuation views, creating marketing materials, indentifying potential buyers, and managing the process on your behalf.

For additional information on this topic, please call or email us.

BE THE LEADER IN YOUR NEIGHBORHOOD

When I visit with document destruction companies, one of my biggest pet peeves is witnessing a competitor service a customer in the very same industrial park where my client leases space. If you are not the leading document destruction company in your industrial park, how can you possibly become the leader in your city?

You should own your town. In fact, you should own a 2 mile radius from your



office. As a neighbor, you have distinct advantages to offer, which include:

- Lower cost structure - every one of your routes is passing these businesses at least twice daily.
- Greater service flexibility - you may even be able to offer same-day purge service.
- Drop-off service for their employees personal shredding needs.
- Neighbors prefer to do business with neighbors.

Change your selling tactics when selling in your neighborhood. You're not just local, you're their neighbor.

Shotgun Capital Advisors, LLC provides merger and acquisition advisory services to businesses in the business and security services industry sectors.

Jim McGuire
Shotgun Capital Advisors, LLC
401 N. Carroll Avenue
Southlake, TX 76092
817-421-5940

jim.mcguire@shotguncapital.com

www.shotguncapital.com

Forward email

SafeUnsubscribe®

This email was sent to jim.mcguire@shotguncapital.com by

jim.mcguire@shotguncapital.com.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Shotgun Capital Advisors, LLC | 401 N. Carroll Avenue | Southlake | TX | 76092