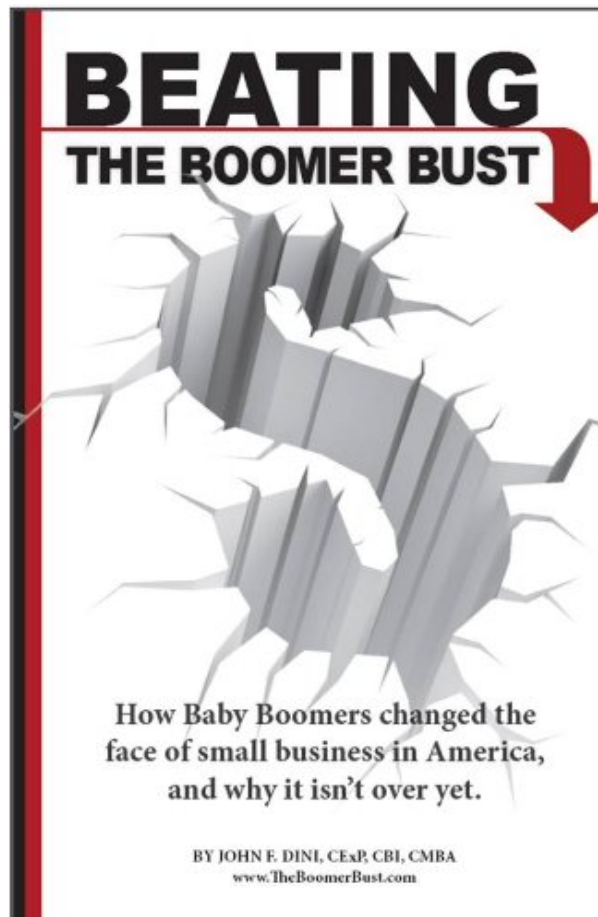


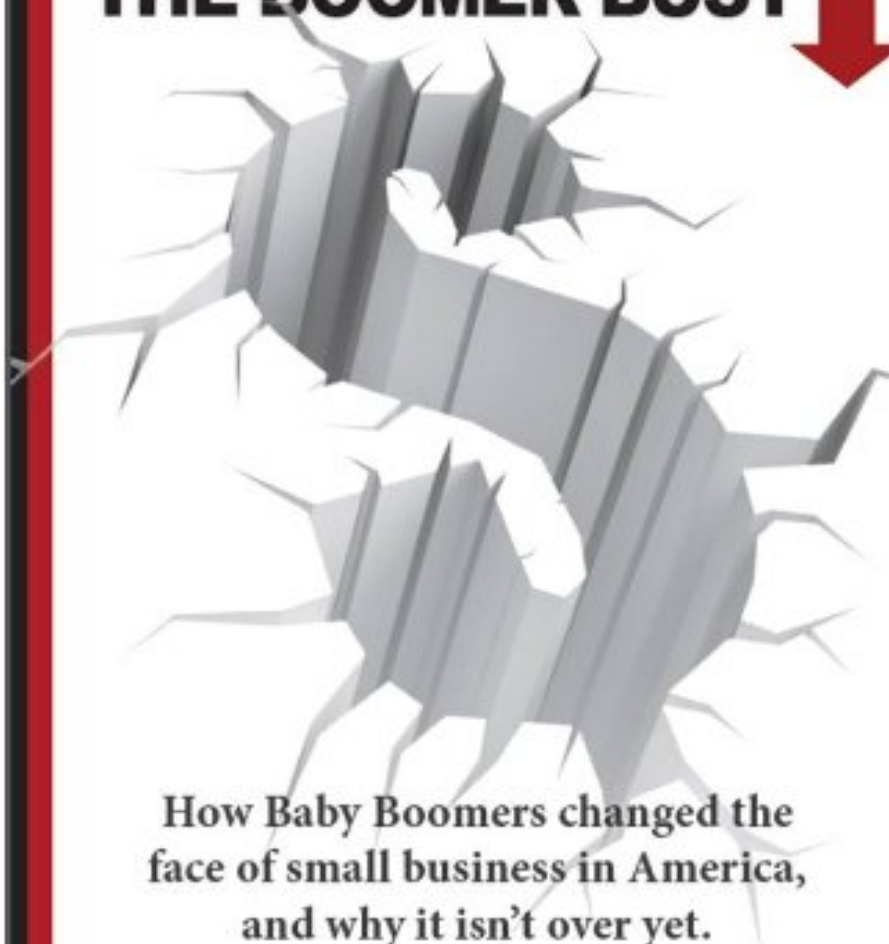
BEATING THE BOOMER BUST BY JOHN F. DINI



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BEATING THE BOOMER BUST



**How Baby Boomers changed the
face of small business in America,
and why it isn't over yet.**

BY JOHN F. DINI, CE&P, CBI, CMBA
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The "Beating the Boomer Bust" eBook, is a collection of articles focused on the unique challenges facing the business community due to the large population of retiring Baby Boomer business owners. The selections were taken from the writings on John F. Dini's weekly column on business ownership, *Awake at 2 o'clock in the Morning?* It is the product of a year of research, and of fifteen years helping business owners prepare to leave their companies. Small business owners in America are ignoring a tidal wave of change that, just like a real tidal wave, will leave a few small businesses untouched while wiping many others from the face of the planet. Those who are exiting now will still have some options.

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- Format: Kindle eBook

Most helpful customer reviews

1 of 1 people found the following review helpful.
Strong recommendation for small business owners.

By Eighty20man

This book is a "Wake Up" call to every small business owner. John Dini has provided consulting services to hundreds of small to medium sized companies and started talking about the threat of a Baby Boomers Bust 15 years ago. Now it is a reality. This book states the facts and makes the case that business owners who expect to realize value from the companies they have built, have to make an extra effort in preparing for the sale of the company. The book's facts include the birth boom when annual births in 1957 rose to 4.3 million then dropped to 3.5 million by 1971. Five million babies reached their prime at a time of opportunity in the height of America's growth. They were a competitive group who saw the chance to achieve a standard of living substantially higher than their parents. When they could not find fulfilling jobs they started their own businesses and annual new business formation rose from 300,000 to 700,000 in 1987. They were a successful generation. Now those businesses are 25 years old and their owners are looking to retire. Dini notes that their businesses typically represent 75% of their net worth and they are counting on that value for retirement. He advises that the generation (X) that could be expected to acquire these assets is a smaller group that does not have the same motivation as their predecessors. Consequently sellers will find low demand. Only those who implement a succession plan or exit process will achieve a fair value. The author describes actions that give a company differentiation and he discusses valuation, sale to employees, sale to a third party, and sale to a strategic buyer.

The book is great value for any business owner who anticipates that the company asset is their ticket to retirement.

We will use the book in briefing our Eighty20 Advisors clients in the financial services industry where we provide practice management advice and brokerage support for acquisition and sale of financial planning firms.

1 of 1 people found the following review helpful.
Wisdom is learning from someone else's experience

By William D. Levesque

This is the second book I have read by John Dini and once again, I leave impressed by his ability to share a career of learning in an easy to read style. Even if you are not contemplating selling your business, his synopsis of baby boomers vs. Gen-x generations is well worth your time to read. It may very well be that the age threat felt by so many baby boomers may be offset by the need for their natural competitiveness and drive as business owners search for motivated leaders to drive their business success. If you are in that group of business owners who consider selling their business as a final step in their exit strategy / retirement plan, you cannot afford to skip Dini's book as you form you final plans. It is a brief, but informative read - delivered in classic Dini style. Straight talk, but entertaining ...

0 of 0 people found the following review helpful.

I thoroughly enjoyed John's approach and ideas

By Craig Andrews

I thoroughly enjoyed John's approach and ideas. Making actionable plans to address exit planning issues and challenges should be a key objective of every small business owner. John's book stirs the pot, don't put this important topic off!

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