

RICK KREBS INCORPORATES HIS CEPA® EDUCATION IN HIS M&A PRACTICE



TITLE

M&A Advisor

COMPANY

Business Sales Group

CEPA® SINCE

2022

The Exit Planning Institute® community is comprised of a large variety of professional advisors from across the globe. There are over 4,000 Certified Exit Planning Advisors® in the marketplace currently helping business owners build value in their companies prior to exiting.

What is a CEPA®?

The Certified Exit Planning Advisor (CEPA) credential is for professional advisors who want to effectively engage more business owners. Through the process of Exit Planning (the Value Acceleration Methodology), owners can build more valuable companies, have stronger personal financial plans, and align their personal goals. Earning the CEPA® credential doesn't change your expertise, it enhances your ability to engage business owners and conduct value-added conversations around growth and exit.

Learn how CEPA, Rick Krebs, is utilizing his exit planning expertise in his practice, and how the CEPA credential has helped to expand his practice and thought leadership in the exit planning space.

Meet Rick Krebs

Rick brings a unique blend of sales, entrepreneurial, and financial experience to Business Sales Group. He began his career as a CPA, working in Nevada and Utah where valuable financial experience was gained. He uses those skills every day. He graduated with a Master's of Science Degree and a Bachelor's Degree from Utah State University. As a business owner, he started Liberty Mortgage, a mortgage bank licensed in 23 states nationwide. He eventually sold the successful company to an investor from California. He has been in the M&A space helping people sell their businesses since July 2010. During his first year with BRC, he listed and sold more businesses than the entire office combined.

As a sale-side and buy-side advisor for Mergers and Acquisitions transactions Rick's advisory, accounting, and management skills are invaluable when advising sellers as they maneuver the intricate details of the deal through closing. Rick is also a CNA (Certified Negotiation Expert) which helps him negotiate the most favorable terms for clients in a transaction.

Rick is the Co-Founder and President of the EPI Utah Chapter, author of *Sell Your Business By Design Not By Default*, and host of the popular podcast *M&A Murders & Accusations, the Good the Bad and the Ugly of Selling Your Business*.

Prior to Becoming a CEPA

Rick Krebs has worked with business owners for over 30 years. His passion for working with business owners stems from his love of making an impact and providing value for the owners.

What Inspired Rick to Become a CEPA?

After writing his book, *Sell Your Business By Design Not By Default*, Rick was eager to find a community of like-minded individuals to broaden his network. Through some online research, he found the Exit Planning Institute and the Certified Exit Planning Advisor program. The CEPA program provided the solution to his problem and offered him a large network of advisors in synergistic areas in the exit planning industry.

An "Aha Moment" When Completing the CEPA Program?

When Rick was attending the CEPA Online program in 2022, the information provided by the EPI Faculty through the program as well as in Christopher Snider's *Walking to Destiny*, helped to broaden his exit planning expertise. He shares, "One of my Aha moments was that people with intricate and complicated family dynamics have to hire outside people to help them."

The CEPA program highlights several facets of the exit planning process and outlines the members of the core and functional team of advisors surrounding the owner. A CEPA serves a crucial role on this advisory team as they act as a quarterback of sorts throughout the exit planning engagement.

"One of my Aha moments was that people with intricate and complicated family dynamics have to hire outside people to help them."

Practice Improvements Since Earning the CEPA

In the year since earning his CEPA credential, Rick has seen immense growth in his practice. The CEPA program gave Rick a framework to offer his clients that allowed them to not only prepare their business for sale but also build transferable value in the process. He explains, "My clients really liked the idea of planning for an exit versus just putting their business on the market."

He expands on this saying, "Exit planning causes an exponential increase in business value, not a linear increase. There is very little downside to exit planning as the owner creates more value and a better run business."

Of his new clients since earning the CEPA credential, he has gained an additional \$100,000 in annual revenue and has worked on the largest sale of his professional career. Rick serves on his owner clients' team of advisors and acts as an intermediary to connect the owners with business coaches and Value Acceleration experts who help them scale their businesses. Rick continues, "I am involved in the beginning during the valuation and at the end during the sale of the business."



5 new clients gained



Additional \$100K annually



Largest Sale of His Career

"Exit planning causes an exponential increase in business value, not a linear increase. There is very little downside to exit planning as the owner creates more value and a better run business."

How To Effectively Utilize Your CEPA®

After earning their CEPA® credential, many advisors ask the following questions:

How do I monetize this?

How do I implement this knowledge into my practice?

What market is best for me?

How do I share my new CEPA® credential with my network?

How do I monetize this?

As a CEPA, several different paths can be employed for monetization. These answers can vary depending on individual practice regulations and advisor type. Some advisors are unable to charge explicitly for “exit planning” services, but the holistic education provided in their CEPA program can be utilized to offer more than just comprehensive financial advice. Rick uses his CEPA credential to gain clients for the M&A and valuation sides of his business.

How do I implement this knowledge into my practice?

Exit planning is not just a plan. It is a strategy rooted in execution that grows value while expanding options so that an owner can transition the business on their terms when they are ready. It aligns the business, personal, and financial needs of the owner. Rick emphasizes, “All worthwhile things require effort. Planning and investing for your future now is especially worth it.”

As such, Rick implements the value-building measures learned from the CEPA program into every facet of his business and his client’s businesses.

What market is best for me?

The Certified Exit Planning Advisor Credentialing program has a strong focus on lower-middle market businesses. This market includes businesses with between \$5 to \$100 million in annual revenue. Rick has found great success in the small to lower-middle market segment with revenue between \$2 and \$30 million. By focusing on the lower-middle market businesses, as taught within the CEPA Credentialing program, Rick understands the unique challenges and opportunities that these businesses face during their exit planning engagements.

These businesses often contribute significantly to job creation, economic growth, and local communities. By catering to this market, Rick acknowledges its importance and recognizes that exit planning expertise is crucial for their successful transitions.

How do I share my new CEPA credential with my network?

As the President of the EPI Utah Chapter, Rick utilizes the full strength of the EPI community to share his expertise as a CEPA. The purpose of the EPI Utah Chapter is to create a forum where the local community of professional advisors can collaborate to address the unique needs of the local community.

Rick, in collaboration with his chapter leadership team, develops educational programs for business owners and professional advisors to

build awareness and better prepare an owner for the successful exit of their business. The chapter develops, encourages, and fosters the adoption of best practices for the exit planning profession. Rick promotes the common business interests of those business advisors engaged in the profession of exit planning.

In addition to the EPI Chapter Network, Rick incorporates the knowledge he gained from the CEPA program in dedicated email campaigns to his prospective clients, and posts regularly on LinkedIn to his hundreds of connections.

Are You Interested in Becoming a CEPA?

Rick strongly recommends the CEPA program for other advisors looking to expand their knowledge on exit planning. The CEPA program gave Rick the tools and language to help owners work through the exit planning process. He shares the CEPA program made him more valuable to his business owner clients. Rick says, "Getting the CEPA shows my clients that I am serious about helping them plan their exit."

The Certified Exit Planning Advisor credential is for those advisors who want to expand their expertise and differentiate themselves from the competition.

- Differentiate yourself from the competition
- Gain better access to business owners
- Become more engaged on a business owner's advisory team
- Have deeper and more holistic conversations with business owners
- Grow your referral network of professional advisors
- Access hundreds of marketing and business development tools tailored for owners

Learn more about the CEPA® program and become your client's Most Valued Advisor today!

www.EarnCEPA.com

