

## Introduction:

### Welcome to CBA Cross Border Associates

CBA is a merger and acquisition (M&A) firm that assists corporations and owners of closely held companies with the evaluation, acquisition, sale, and purchase of companies, as well as all related services.

CBA either represents the seller that wants to sell his business, or the buyer that wants to grow through acquisitions - matching potential sellers with qualified buyers.

Our expertise, experience, and honest, ethical approach to business has attracted a vital client list that includes large multinational companies seeking middle-market acquisitions, as well as family-owned businesses in the SME (= small and medium-sized enterprises) market that are for sale or looking for growth.

Selling or buying a business is one of the most important decisions a business owner will make, and the process begins with an assessment of the market conditions and the business value. When to sell or buy, how to establish an appropriate range of value to effectively target the proper market, to ensure confidentiality throughout the process, and to structure and negotiate a successful transaction are just some of the issues that must be considered. Mistakes can be devastating, and CBA helps avoiding them.

Buying a business, selling a company, merging separate companies into one – whatever the interest may be, there are many complex issues to address, and many difficult decisions to make before a deal is closed. The challenges which sellers and buyers currently face in effecting successful sales, merger & acquisitions are not likely to become easier soon – if anything, they'll get even tougher. CBA is playing a leading role in the international network of business intermediaries, being an unbelievably valuable resource for financial issues and for independent, objective, and professional advice.

There are several ways that you will benefit from utilising the professional services of CBA to help complete a transaction to your satisfaction. CBA can often conduct a buy or sell transaction more aggressively and more discreetly than its clients, attracting a larger selection of better qualified buyers or sellers at the same time.

CBA contributes the perspective of an outside party to complement your own attorney and/or accountant. A third party can maintain greater confidentiality when dealing with client's customers, employees, and competitors. Searches and screening can be conducted without revealing your identity. Our knowledge of what corporate and private investors want, and how to access them, saves time and ensures that your company benefits from a highly targeted sales or acquisition program. Your goals and requirements are foremost when time comes to sell a company or when to acquire. CBA can assist in reaching those goals with adequate professionalism and experience.

Please get in touch for more information or if you have any questions about our services.

### **Mission**

CBA's mission is to become the leading enterprise worldwide in business intermediary, providing companies in the small- and mid-market as well as potential investors with best choice opportunities and services. CBA assures clients of the necessary personalised services to their business targets, and to focus with expertise on the achievement of success for each transaction, with great diligence, integrity, and utmost confidentiality.

### **History**

CBA Cross Border Associates benefits from its unique methodology and the people selected and involved. It culminated 2014 in the getting together of very qualified and experienced M&A Advisers with great track records, with the intention to create the leading global cross border advisory business for M&A, other transactions and related services to benefit from the power of a functional network (s. links: <https://cba.associates/> and <https://leopold-consultants.net/nachfolge-ma/>).

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