



The BIG

Opportunity that NO other investor has... or has EVER had...

By Westernston, Inc.

In Today's Presentation

Independently verifiable data will be presented through this presentation. Sources are listed in the compiled index at the end of this presentation.



Demographics are destiny. And you'll see how that potentially impacts your portfolio...



How to find a total BUYER'S MARKET and gain control of assets freely...



Why you have a NARROW & SHORT-TERM but potentially life-altering window as an investor today...



Why an investment avenue open previously only to accredited investors risking several \$100k's could be temporarily open for you...

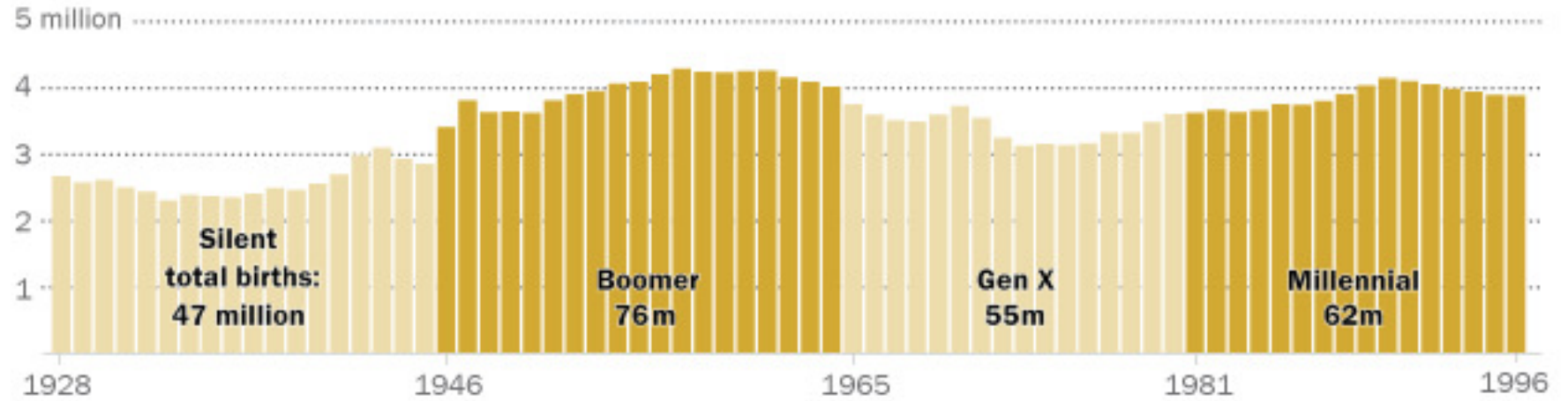


Ofcourse, all as a part of Investir Gagnant 2.0's special offer for the month of October 2019

DEMO GRAPHICS

Births underlying each generation

Number of U.S. births by year and generation



Source: U.S. Department of Health and Human Services National Center for Health Statistics.

PEW RESEARCH CENTER



Sources for all information presented have been listed in the compilation of notes and data sources at the end of this presentation. Available for your download...

Baby Boomers



Longest Living Gen.

Various causes : less war, better healthcare, prosperity.



Largest Generation

76 Million people from this generation are alive



BIG SPENDERS

Annual Spend on G/S
\$7,000,000,000,000.00+



Highly entrepreneurial

Started LOTS of businesses that thrived...



WEALTHIEST GENERATION... BY FAR

Continue to hold economic & corporate power. Over 80% of the net worth of all Americans belongs to Boomers.

Generation X

THE DISCONNECTED GENERATION

“the generation that dropped out without ever turning on the news or tuning in to the social issues around them.” -

NEWSWEEK



Strained & Constrained

Raise family, pay off debt, take care of aging parents.



POORER

Only 36% have more wealth than parents at same age



Latchkey Generation

Identity shaped by independence of being left alone after school.

Debt Ridden

Average Gen X'er carries \$142,000 in debt.



FOCUS ON FAMILY TIME

Believe time away from work equals quality time with family. So they detest taking on higher workload typical of entrepreneurship.



The Biggest Transfer

Of Wealth In History Is Happening Right Now...

Demographics Are Destiny



By 2030

- By 2030, it's estimated that as much as \$59 trillion will be passed on from baby boomers, a phenomenon industry experts have coined **"The Great Wealth Transfer."**



From Boomers
To Gen X'ers Within 10 Years...

- 45 million U.S. households will transfer \$68 trillion in wealth, according to Asher Cheses, a research analyst and lead author of a new report from financial services research firm Cerulli Associates.

YOUR Window Of Opportunity?



Generational Transfer

- Gen Xers should replace boomers as the wealthiest generation, according to Asher Cheses.
- Boomers need to transfer wealth & productive assets.



Their problem is...
Are Gen X'ers even ready?

- Attitudes towards work: A stark finding in a study is the level of dissatisfaction of the Gen X employees. As the mass retirement of Boomers nears, Gen X employees will become even more critical to the success of organizations. Unfortunately, these employees reported the lowest levels of satisfaction and met expectations, as well as **the highest levels of conflict between work and family life.**

Why This **WINDOW** Of Opportunity *May Be Open* **TODAY**



SBA Found:

- **Small-business owners are aging.** The percentage of business owners age 50 and older rose to almost 51 percent in 2012 from 46 percent in 2007, while the share of business owners ages 35 to 49 fell from 39 percent to 33 percent.
- This is likely due to the large, aging baby-boomer population...
- As well as **"the unprecedented withdrawal of prime age workers from the labor market"** the report suggests.
- The portion of business owners under age 35 grew very slightly, from 15.2 percent to 15.9 percent.

Verbatim from the SBA report linked at the end of this presentation.

SBA Also Found...

Veteran Business Owners Are Dwindling...

- The share of veteran business owners fell from 11.9 percent to 9.2 percent between 2007 and 2012.
- This reflects that the veteran population is predominantly older.

Verbatim from the SBA report linked at the end of this presentation.

- Business assets (and businesses themselves) MUST be sold. The only other option current owners have is CLOSING off...
- But nobody's buying. The demographics just don't support it.
- **Do we have a total buyer's market?**



The SUPPLY



AGE

- Every month, more than a quarter of a million Americans turn 65.
- Roughly (only) 17 percent of this contingent has reported they are retired, up from 10 percent in 2010.



Selling Businesses To Fund Retirement

- **10 million small-business owners plan to sell or close their businesses over the next 10 years as a means to fund retirement.**
- 65 percent of the businesses sold in Q1 were by baby boomers.

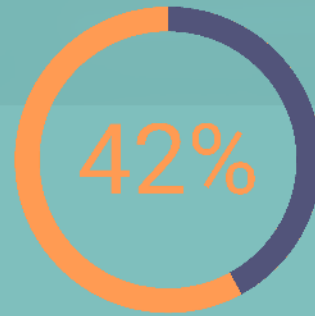
The REALITY CHECK

78 percent of small-business-owner clients plan to sell their businesses to fund their retirement. The proceeds are needed to fund **60% to 100%** of their retirement needs.



They suddenly realize how hard it is to sell and market a small business if they don't have a family member or insider willing to take it over.

The Reality



42% of business sales are INTERNAL SALES



Only 31% are passed on to a family member.



23% are passed on to employees, usually through installments.



It's GRIM for the sellers...



Only 28% of the businesses listed for sale ever find a prospective buyer. (Not a buyer, just a prospect.)



Only 24% of businesses sold get bought out for cash without involving installment sales or earn-out arrangements.

REALLY GRIM



Only 1 in 11 businesses listed sells within 2 years of listing (when working with brokers).

Only 1 in 8 ever sell.

And that includes installments, earn-outs, family or employee stock transfers, and all other creative arrangements.



The Supply Side



15M

15,000,000 privately held businesses

9M

60% owned by people close to retirement age.

15 years

Over the next 15 years (at most). More like 12.

4.5M

4.5M businesses left to be sold to third-party buyers

4.5M

Assume half are closed or transferred internally.

p.a.

Per year, that's an average of 300k

SUPPLY

300,000 business available per year...

The Supply Side



100K

Total Reported M&A Deals In 2009-16

10k

That's Just 10,000 annually...

20k

Including unreported M&A deals. (Not considering internal transfers)

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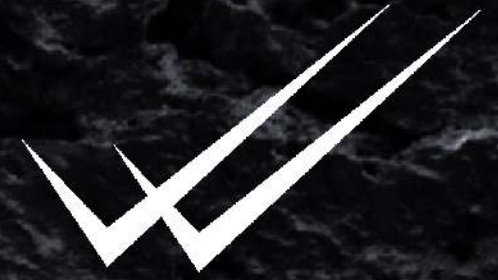


Sellers looking for buyers - concurrently



Buyer looking to pay for a business...

The Sellers Have A Serious **PROBLEM**



It's the demographics & other market forces



But that makes this the
GOLDEN ERA for buying
businesses.

OUR POTENTIAL OPPORTUNITY?

P/E

Price to Earnings Ratio



Market Summary > Berkshire Hathaway Inc. Class A

NYSE: BRK.A

+ Follow

310,080.00 USD **+2,830.00 (0.92%)** ↑

Oct 4, 12:38 PM EDT · Disclaimer

1 day 5 days 1 month 1 year 5 years Max



Open	307,887.00	Div yield	-
High	311,000.00	Prev close	307,250.00
Low	307,887.00	52-wk high	335,900.00
Mkt cap	506.89B	52-wk low	279,410.00
P/E ratio	137.06		

P/E

Price to Earnings Ratio

P/E

Price to Earnings Ratio

Market Summary > Netflix Inc

NASDAQ: NFLX

+ Follow

273.29 USD +5.14 (1.92%) ↑

Oct 4, 12:51 PM EDT · Disclaimer

1 day

5 days

1 month

1 year

5 years

Max



Open	268.20	Div yield	-
High	275.48	Prev close	268.15
Low	266.47	52-wk high	385.99
Mkt cap	119.67B	52-wk low	231.23
P/E ratio	104.30		

P/E

Price to Earnings Ratio

Market Summary > Walmart Inc

NYSE: WMT

+ Follow

117.75 USD **+1.44 (1.24%)** ↑

Oct 4, 12:50 PM EDT · Disclaimer

1 day

5 days

1 month

1 year

5 years

Max



Open	116.40	Div yield	1.80%
High	117.77	Prev close	116.31
Low	116.19	52-wk high	119.86
Mkt cap	334.91B	52-wk low	85.78
P/E ratio	26.54		

P/E

Price to Earnings Ratio

Market Summary > Microsoft Corporation

NASDAQ: MSFT

+ Follow

137.55 USD +1.27 (0.93%) ↑

Oct 4, 12:53 PM EDT · Disclaimer

1 day

5 days

1 month

1 year

5 years

Max



Open	136.75	Div yield	1.48%
High	137.89	Prev close	136.28
Low	136.42	52-wk high	142.37
Mkt cap	1.05T	52-wk low	93.96
P/E ratio	28.98		

P/E

Price to Earnings Ratio

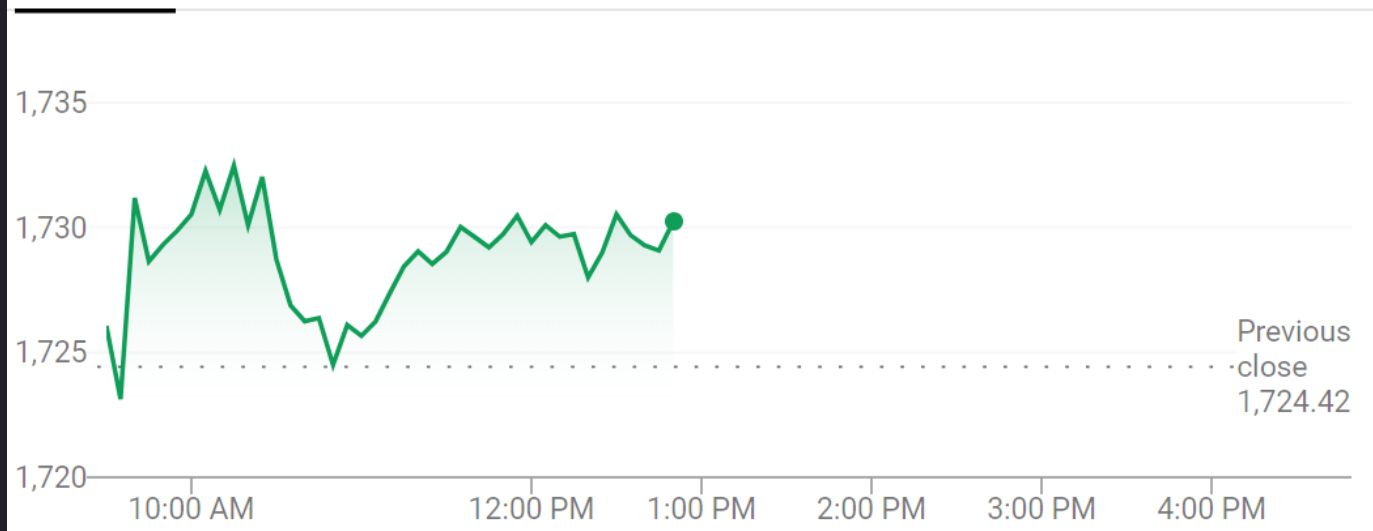
Market Summary > Amazon.com, Inc. NASDAQ: AMZN

+ Follow

1,731.38 USD **+6.96 (0.40%)** ↑

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1 day 5 days 1 month 1 year 5 years Max



Open	1,726.02	Div yield	-
High	1,733.63	Prev close	1,724.42
Low	1,719.23	52-wk high	2,035.80
Mkt cap	856.44B	52-wk low	1,307.00
P/E ratio	87.30		

Market Summary > Starbucks Corporation

NASDAQ: SBUX

+ Follow

85.70 USD **+1.03 (1.22%)** ↑

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1 day

5 days

1 month

1 year

5 years

Max



Open	84.90	Div yield	1.68%
High	85.80	Prev close	84.67
Low	84.75	52-wk high	99.72
Mkt cap	102.58B	52-wk low	54.70
P/E ratio	25.55		

P/E

Price to Earnings Ratio



How About 8?

Or Even 6?

Would You Like To Buy @ P/E of 6?

P/E

Price to Earnings Ratio

How P/E Varies With EBITDA

EBITDA	P/E (typical)
Less than \$150k	1 - 2.5
\$150k to \$250k	2 - 4
\$250k to \$500k	3 - 7
\$500k to \$1M	5 - 10
\$1M to \$3M	8 - 12
\$3M to \$10M	10 - 15
\$10M to \$25M	12 - 20
\$25M +	20 +

How Private Equity Firms Work...

Buy
Here



EBITDA	P/E (typical)
Less than \$150k	1 - 2.5
\$150k to \$250k	2 - 4
\$250k to \$500k	3 - 7
\$500k to \$1M	5 - 10
\$1M to \$3M	8 - 12
\$3M to \$10M	10 - 15
\$10M to \$25M	12 - 20
\$25M +	20 +



SELL
Here

How Westernston's Acquisitions Work...

Buy
Here



EBITDA	P/E (typical)
Less than \$150k	1 - 2.5
\$150k to \$250k	2 - 4
\$250k to \$500k	3 - 7
\$500k to \$1M	5 - 10
\$1M to \$3M	8 - 12
\$3M to \$10M	10 - 15
\$10M to \$25M	12 - 20
\$25M +	20 +



SELL
Here

- WHY?
- Because of the massive opportunity...
- Skills are more in line with smaller businesses.
- Focused on cashflow based ROI (capital gains are secondary concern)
- Rapid growth (coming soon)

To Sum It Up



BUSINESS OWNERS NEED TO SELL, BUT SELLERS OUTNUMBER BUYERS BY almost 2000% (and rising)

Small business M&A is a total buyer's market, for now...

Typical Wall Street P/E ratios don't apply anymore. Think 300% undervalued!

Cashflow from Year 1, and long term capital gains strategy.

THIS IS THE GREATEST INTER-GENERATION TRANSFER OF WEALTH IN THE HISTORY OF THE WORLD

In The Next Presentation



My own investment portfolio - broken down strategically...

Inside ALPHA's
Money Management
Philosophy

What diversification
truly looks like... And
How To Manage Risk

How each class of
assets (and liabilities)
fits in...

STAY TUNED!!!