



Ansay & ASSOCIATES

Insurance & Benefit Solutions



Guide to Successful **MERGERS & ACQUISITIONS**

www.ansay.com



*Securing, Protecting, & Growing
Your version of the American Dream.*



WELCOME

***Together**, employees enjoy a work environment where they feel valued and appreciated. Our offices run on energy, passion and share a common goal of building relationships that last.*

*The solid foundation that is created internally, is then extended to each one of our clients through personalized service, integrity, and a trusted partnership that **you can depend on.***

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DISCUSSION & ANALYSIS



YOUR

DILEMMA

You have a wonderful agency filled with bright, hardworking employees, and longtime, deeply-cared for clients. But there's something missing. Your growth has flattened in recent years, some of the newer technology and resources are passing you by, and you feel more bogged down than ever with administrative tasks rather than doing what you do best – selling insurance.

YOUR

SOLUTION

The solution may be a partnership with Ansay & Associates - more access to resources, a succession plan, and camaraderie with like-minded leaders. A partnership to secure your future and to entrust when you look into the faces of your trusted team members you can tell them they're secured for the future. The Ansay & Associates culture and structure set us apart from the pack of other large corporate environments. We've been built from the ground up and our roots are deep in all the communities we serve.

OUR ANALYSIS

Before taking the leap, let's analyze what must go right for a merger or acquisition to be successful. The five most important factors, according to a research study conducted by Antwerp Management School, concluded the following:



Choosing the right partner

The first and most important step is finding like-minded institutions. Company culture and goals must be aligned before anything else happens.



Trust between involved parties

Mutual trust ensures that negotiations run smoothly, leading to more favorable conclusions.



Due diligence & good valuation

The quality of the valuation after thorough due diligence is key. A study of culture, values, mission, and financial reports are necessary to obtain an accurate valuation.



Experience from previous mergers and acquisitions

Most economists agree that experience with previous mergers and acquisitions can play a huge role in success, provided the management team has learned from previous experiences.

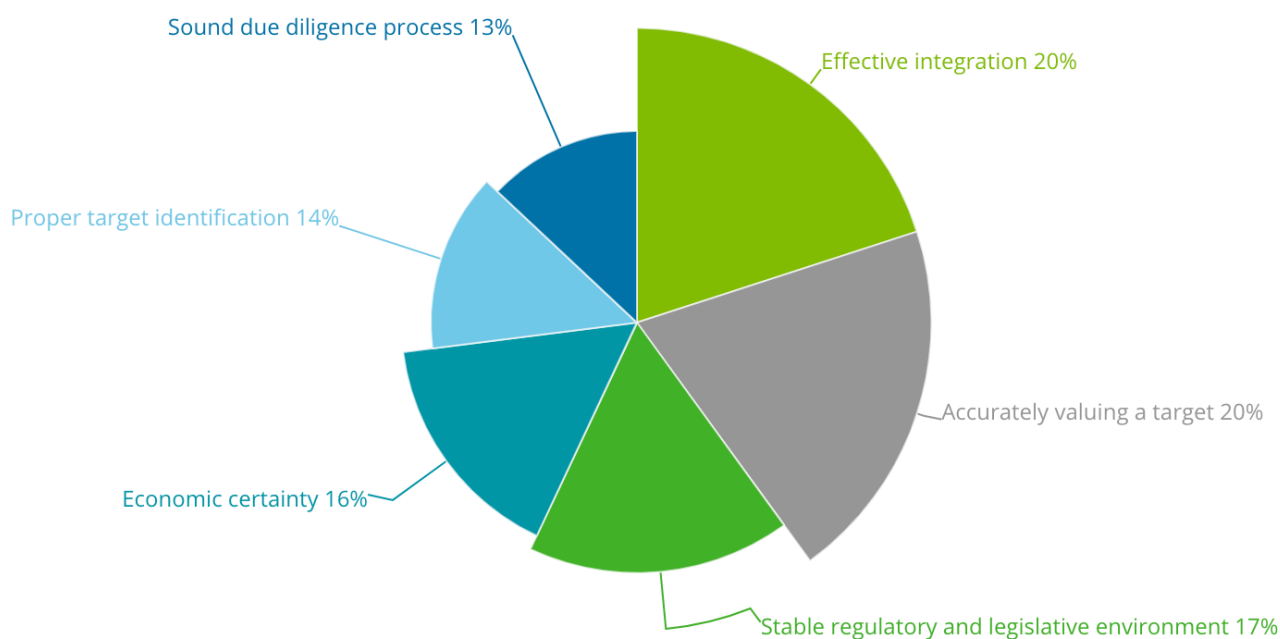


Excellent communication before the merger or acquisition

It's important to keep open and honest lines of communication throughout the process, including with one's own employees who may feel uncertainty.

Indeed, it's vital that like-minded organizations connect. In a Deloitte poll of 1,000 top executives in the United States, the most important factor in achieving a successful merger or acquisition was **"effective integration"** between the two organizations. And besides missing sales goals, the most important factor listed for why M&A's fail was **"not achieving synergies."** Clearly, fit is paramount.

Most important factor in achieving a successful M&A transaction



Deloitte poll of 1,000 top executives

Throughout its history, Ansay & Associates has been the perfect fit for many organizations. We're majority family-owned and our leadership philosophy is flat and open door. No red-tape filled big corporate structures here! Since being founded in 1946, we've enjoyed long-term success, have robust market access, and proudly use a collaborative approach to decision-making.

BENEFITS OF A SUCCESSFUL PARTNERSHIP

How do you know when the time is right?

We realize a merger is a major step, and you may have trepidation about sacrificing a family name or losing the hard-earned trust of your clients. However, Ansay & Associates allows you to leverage the trust our name has in the marketplace and extend the influence and longevity of your agency.

The answer: If your growth is flat. If you're staying level, your market share is actually decreasing. Ansay & Associates has deep-rooted relationships in every corner of the state, as well as cutting-edge technology, unparalleled talent, and diverse skillsets. That means you'll have access to all the markets and resources that will benefit your clients for years to come.

Ultimately, there are a host of benefits when two liked-minded organizations join forces. Included among those are:

- 1** *The advantage of having additional staff, skills, knowledge and business intelligence*
- 2** *Ability to access capital and valuable assets for growth opportunities*
- 3** *Analysis and metric determination to better illustrate performance*
- 4** *Access to a wider customer base and increased market share*
- 5** *Diversification of products, services, and technological offerings*
- 6** *Cost efficiencies through shared budgets and resources*
- 7** *Access to wider insurance carrier markets and technology resources*
- ★** *If those sound like assets you need, and you have a strong local brand and loyal clients, then Ansay & Associates may be a great fit as a new business partner.*

We hope to hear from you soon.

THANK YOU CONTACT US

 <http://www.ansay.com>  888-262-6729

