

VALUE-DRIVING EXIT STRATEGY AND SUCCESSION PLANNING OF PRIVATE BUSINESSES

You have worked hard for much of your life to develop a successful privately-owned business. But when the time comes to move on – be it retirement or finding a new business challenge – you need to get the highest possible return for your sweat equity.

Canrock Asset Advisory specialises in working with privately held businesses to develop succession planning and exit strategies to maximise value in ownership transformation. We don't just write reports and give advice; we actually do the work that creates an optimised exit strategy and gives you the benefit you deserve for your years of hard work.

WE COLLABORATE WITH YOUR ADVISERS TO MAXIMISE VALUE

Canrock Asset Advisory knows you have been working with your accounting, legal and business advisers for years. We will not duplicate their work or ask you to change carefully-developed approaches. We will always work collaboratively with your advisers and respect their long-term understanding of your business.

CREATING VALUE BY UNDERSTANDING AND LEVERAGING YOUR SWEAT EQUITY

Canrock Asset Advisory works with owners and senior management of organisations in business transformation. We provide practical, pragmatic analysis and advice and then see-through the agreed strategies to their implementation and value realisation.

Canrock brings experience, maturity, a bespoke approach and small, flexible teams to assist businesses facing major succession planning and exit strategy challenges.

Strategy comes first as Canrock seeks to understand the individual circumstances of your privately-held company. We do not bring preconceived solutions. But with Canrock, the real value comes from our practical implementation of the agreed exit or succession planning strategy.

Functional (*adj.*)

1. of or having a special activity, purpose, or task.
“a functional role”

DR ANTHONY SIVE – MANAGING DIRECTOR, CANROCK ASSET ADVISORY

Dr Anthony Sive has more than 30 years' experience in strategic planning and operational management. His combination of transformational and transactional skills and experience has helped companies achieve considerable success in improving company performance and value. His privately-owned clients have included Australia's largest steel distributor, an entrepreneurial publisher, a mining equipment manufacturer, an import distributor and an engineering equipment manufacturer amongst many others – along with numerous public companies and government agencies.

THE CANROCK ASSET ADVISORY DIFFERENCE

Canrock Asset Advisory brings a unique approach to driving value in your business:

Functional – Canrock does not just write reports or give advice. We do the practical work to implement succession planning and exit strategies and realise their benefits for you.

Independent – Canrock is not linked to a proprietary methodology or commercial relationships. We don't sell a solution but build individual strategies from the ground up.

Pragmatic – Canrock focuses on business outcomes and knows analysis is only a means to an end. We 'advise' less and 'create value' more.

Highly Experienced – Canrock comprises only highly experienced asset and business experts. A 'one smart guy' approach (even when there's more than one).

Collaborative – Canrock knows you have worked with your accounting and legal advisers for years. We do not seek to duplicate their work but cooperate closely with them.

Fast – Canrock always takes a practical approach to developing and executing your strategy.

Client Focused – Canrock will always be agile and responsive to your succession planning needs. We will not take on your job unless we know we can deliver results.

High Value and Low Risk – Canrock can help you for a fraction of the cost and commitment of a major consultancy. We only take on projects where we know we'll create more value than we cost.