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ExitMap® Website Content

Affiliates often ask how they should promote their exit planning services in general, and the ExitMap Assessment in particular. Here are some content suggestions for your exit planning webpage:

Why should Business Owners plan their "exits"?

Sooner or later, every owner leaves his or her business. Whether you anticipate selling the company to a third party, transitioning to employee ownership, or a family succession, every strategy results in your eventual exit. The complexities of tax law, combined with the expectations of buyers of *any* type, lend themselves to careful structuring of a transfer.

For most owners, transfer of ownership represents the biggest single financial transaction of their lifetime. In our experience, *no* owner has *ever* said, "I spent too much time planning."

Why start now?

There are two good reasons to begin the planning process, even for those who believe they are ten or more years from their eventual exit.

1. Many tax reduction strategies, such as business structure conversions, certain trusts and others, take years to fully implement.
2. Once you know your exit objective, it will influence all of your business decisions. For example, hiring managers who will work for the next owner is a very different approach from training your future successors.

What if I don't have a date in mind yet?

Our Assessment asks for two date ranges. The first is approximately when you want to step back from your day-to-day responsibilities and the second is when you want to walk away completely. Once you know when you want to step back, the day you actually leave the business becomes much more flexible.

What will I get when I take the Assessment?

The Assessment looks beyond your retirement goals. Helping you reach your objectives requires a knowledge of your business and the state of your company.

1. A 12-page summary of your responses will be emailed to you within one business day. It is organized into four key areas of exit readiness: planning, finance, revenue/profit and operations.
2. A 40-page detailed Analysis of your responses will be provided as part of your complimentary debriefing by Peter Skelton.

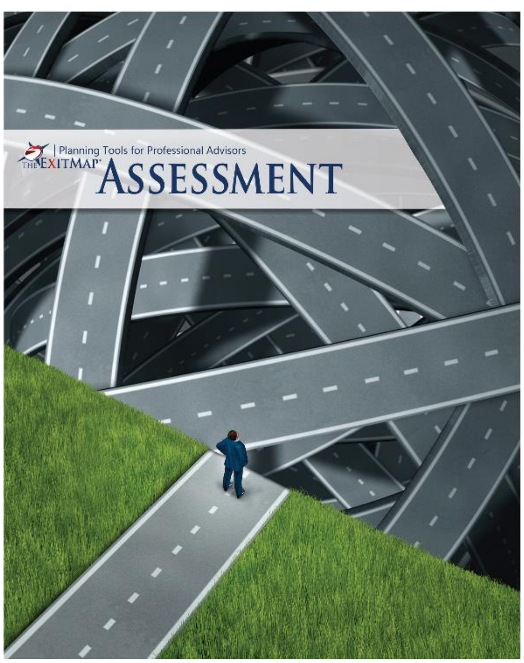
How do I get started?

Set aside 15 minutes to take the first step by completing an Assessment here.

The Assessment is a multiple-choice questionnaire which does not ask for confidential or financial information. We respect your privacy and will not share your information.

Note: We offer three different widget designs. The one shown here is the standard option. We have included the file you selected during your orientation meeting in two sizes to use as needed on your website or in your email signature. If you need a different size, transparency or design, please contact support@exitmap.com. In order to direct your clients to your Assessment page, the widget image should be linked to your custom page at https://www.exitmap.com/odyssey-planning/.

Optional: We have also included the Assessment cover image attached to the email in the event that you would like to include it on your exit planning page.



Instructions for Webmaster

Odyssey Planning, LLC and Peter Skelton:

Custom page link: [https://www.exitmap.com/odyssey-planning/]

You have **three options** to choose from in order to make the Assessment available to your clients.

Option 1:

Embed the code below on a new webpage entitled "Exit Readiness Assessment" or something similar. This will allow for a more cohesive option and the Assessment will appear in your navigation and it will look as if it resides on the website.

Code:

```
<div align="center"><iframe src="https://www.exitmap.com/odyssey-planning/"
style="width:100%;height:1900px;border:0px #ffffff none;" scrolling="yes"
frameborder="1" marginheight="0px" marginwidth="0px"
onload="window.parent.parent.scrollTo(0,0)"></iframe></div>
```

Adjust height and width values so that the form appears without scroll bars and is placed aesthetically on the webpage.

In order to make the Assessment available to your clients, share the link to the new "Exit Readiness Assessment" page directly or add the widget image linked to the new "Exit Readiness Assessment" page to your landing page, exit planning page and in your email signature.

Make sure to link the widget image and "here" text in the "How do I get started?" section above to your new "Exit Readiness Assessment" page. You may also add the widget to the landing page for added visibility. The page should open in a new window.

Option 2:

Embed the code in option 1 above directly on your Exit Planning page so that the Assessment appears below the "How do I get started?" section.

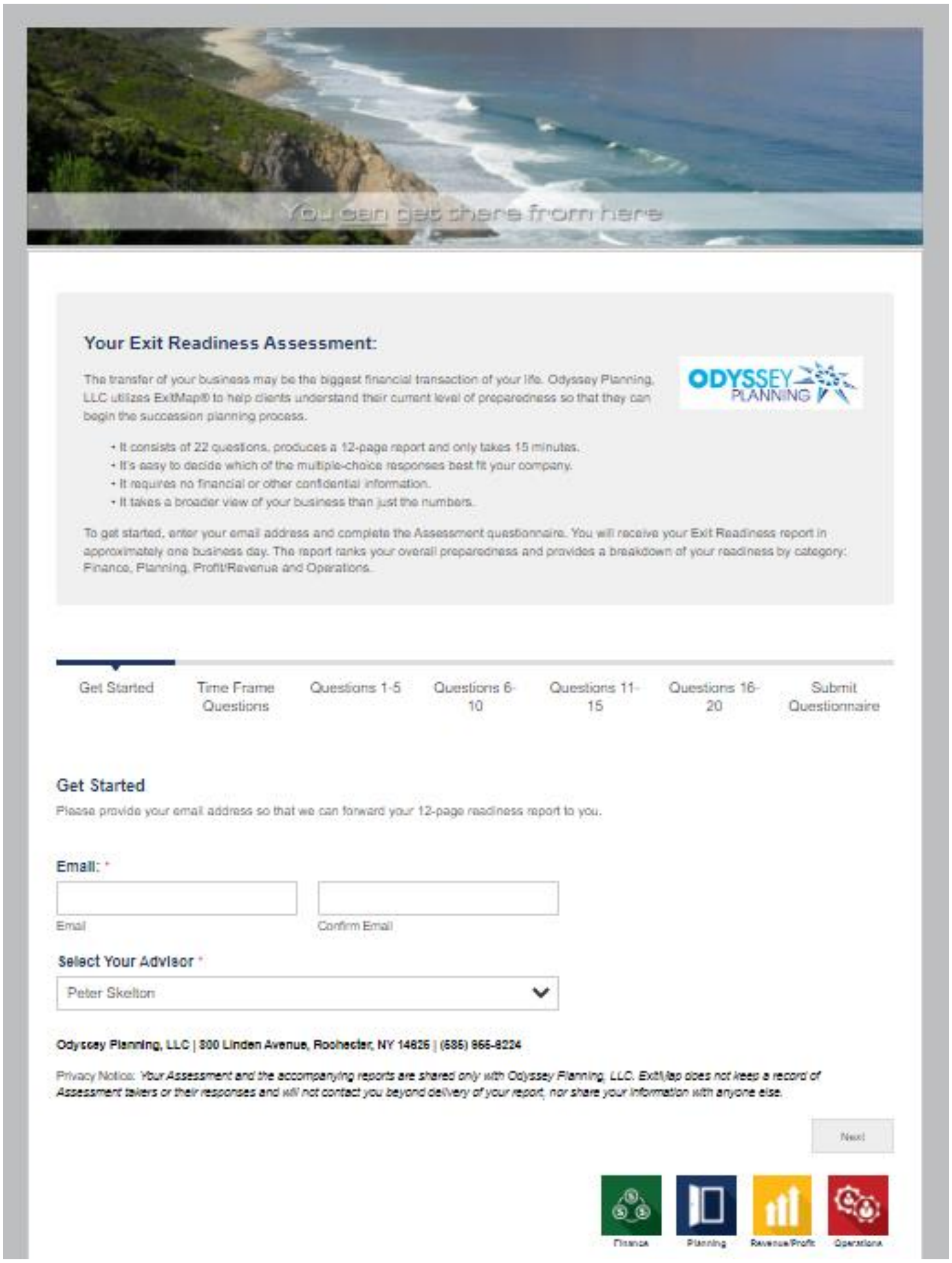
If you choose this option, do not include the widget image on the page. You may still include it on the landing page and in your email signature but it will need to be linked to your Exit Planning page.

Option 3:

Add a link to the custom page hosted by us. Using the custom page link, add the linked widget image to your landing page, exit planning page and in your email signature. When you add the link, make sure that the Assessment opens in a new window.

Link the widget image and "here" text in the "How do I get started?" section above to the custom page at [**https://www.exitmap.com/odyssey-planning/**]. You may also add the widget to the landing page for added visibility.

Below is a quick look at your ExitMap custom page. As an Enterprise Subscriber, you have already been afforded the opportunity to choose your banner image from our library. If you decide you would like to make changes, please contact us.



Questions or Help? Please contact us at support@exitmap.com or (800) 653-5405.

Sincerely,
The ExitMap® Support Team