	PROS	CONS
Family Succession:	• It fulfills any promised family legacy. If the business has been in the family for multiple generations, there's an implied expectation that the next generation will be handed the golden egg. • The transition can be quicker and less expensive. Due diligence will most likely be shorter since you are not selling to a third-party investor.	• The expected "family discount" will suppress the selling price and your financial reward. • Statistically the majority of family businesses fail to transition successfully due to the lack of skills and passion in the next generation.
Initial Public Offering:	• Capital raised will fuel future growth potential. • If successful, the road to raising more capital in the future is easier.	• It is expensive. There are complicated legal aspects, accounting, and registration with the US Securities and Exchange Commission (SEC), and filing with the Financial Industry Regulatory Authority (FINRA). • There is extensive reporting to the SEC and adhering to the Sarbanes-Oxley (SOX) Act.
Employee Stock Ownership Plan or Management Buyout:	• It's been proven that employee ownership is a strong motivator that drives success. These two exit strategies allow you to carry on the brand identity and, traditionally, your business legacy will be fulfilled and the transition tends to be smooth and private. • The tax advantages of an ESOP can be significant to those companies that are structured as a C-Corp.	• This structure often will add debt to the balance sheet as they borrow money to fund the ESOP or leverage the MBO. Also, when an employee departs, the ESOP is required to buy back the shares at the current enterprise value. • Establishing and administering an ESOP is expensive and the reporting is rigorous under the SOX and ERISA regulations.
Liquidation:	• It's relatively quick and easy to do and the timing is centered only on you. • There's no future risk from any contingent liabilities.	• There's no big payoff for building the business. • The legacy built with your business vanishes.
Third-party Sale:	• A third-party sale through a controlled auction on the open market often results in a higher return on investment than other exit options and diversifies what is most likely your largest asset. • The deal can be structured to protect employees and may afford you the opportunity to remain active in the business. An option to structure the sale as a recapitalization gives you the opportunity to buy back an equity position at close.	• A successful sale requires extensive planning and typically can take nine to fourteen months to complete. • Market timing is an important aspect of selling your business for the highest return on your investment.