

MISSION STATEMENT

We activate and realize our clients' optimal value by driving improved business results, overcoming challenges and eliminating vulnerabilities.

CUTWATER SHIFT

S = Sustainable
H = Holistic
I = Innovative
F = Fiscally-Focused
T = Transition

Ask us about each of the components of our SHIFT Implementation - they are critical to a successful transition.

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What is a Salability ProfileSM

When the ownership of a company determines that it may be time for an exit strategy to be implemented, the first tangible step for Cutwater Shift is to create a "Salability Profile". The ultimate goal of the profile is to identify the key components that will be critical to the successful implementation of the exit strategy. Cutwater conducts a series of assessments and analyses that help determine the key ingredients to the Salability Profile. The primary assessments are outlined below:

State of the Company (SOTC) Assessment

The SOTC analysis provides a detailed look into the main areas surrounding the business and its environment. Industry, marketplace and competitive analyses are conducted to analyze conditions in the market and identify the competitive position of the business from the eyes of a strategic acquirer. A comprehensive SWOT analysis is conducted, also through the eyes of a potential acquirer, to identify the key differentiators that are most attractive, and the vulnerabilities that are most troubling to a strategic acquirer. A vision workshop concludes the SOTC analysis and crystallizes the direction and end goals for the ownership group.

Full Operations Assessment

Cutwater Shift, along with one of its strategic partners, performs a comprehensive operations assessment that looks at every significant process in the company. From this assessment comes the road map to physically implement measurable improvements in the products, process, systems, and behaviors to directly and swiftly achieve results above and beyond what our clients are able to accomplish with their own resources.

Comprehensive Risk Management Assessment

Not your ordinary property and casualty overview. Cutwater has a customized full risk management assessment program that is directly focused on identifying the risks associated with a strategic acquisition. In all Cutwater initiatives, we think with the end in mind. If there is going to be a roadblock that could prevent a transaction from closing, we seek to identify and conquer that challenge early on.

Executive Leadership Assessment

The number one soft key to a successful merger or acquisition, according to a recent KPMG study, is solid executive leadership. When the principals of a company decide to sell their business, a successful transaction will often require stronger executive leadership in order to fully realize the optimum value of the business and navigate the complex transition and transaction processes. Cutwater Shift brings a network of strong CEO and executive C-Level advisors that will temporarily help navigate the company operations to a successful transaction achieving the optimum value established in the assessment phase.



OUR SERVICES

BUSINESS INVESTIGATION

COMPETITOR ANALYSIS

**STRATEGIC ATTACK
PLANNING**

**CONTAINMENT of
CRITICAL ISSUES**

DUE DILIGENCE

**SALES & REVENUE
INVESTIGATION**

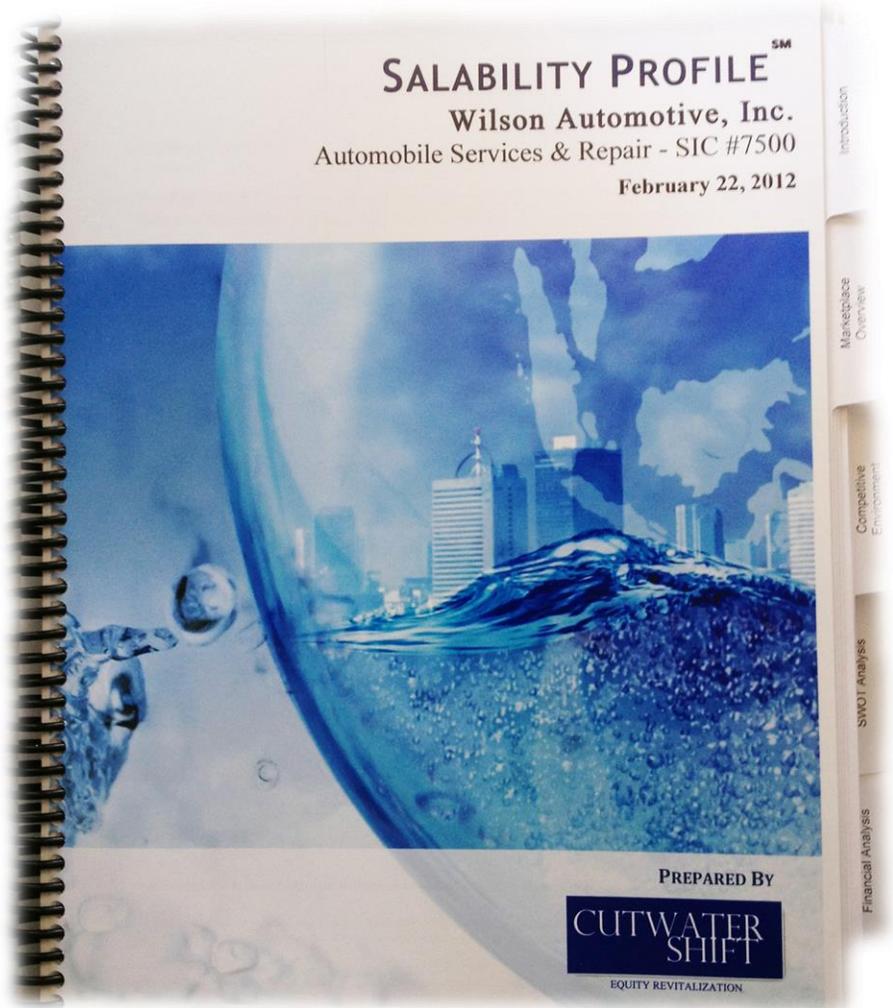
EXECUTIVE PLACEMENT

**EXIT STRATEGY
IMPLEMENTATION**

**CUTWATER
SHIFT**
YOUR NEW MERGERS & ACQUISITIONS FIRM

Wilson Automotive – Salability Profile

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