



**NORSE
SYSTEMS**

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Acquisition Merger or Sale Services

Norse Systems, Inc. is pleased to announce the availability of a new service for clients and potential clients. The Norse professional staff may be engaged to assist you with the Acquisition of or Merger with another bus company or the Sale of your bus business.

Norse Systems and its senior staff have been involved with helping bus business managers build their businesses and make them more profitable for over 23 years. The process involves nearly every aspect of business development and Norse has learned a great deal about how to help owners develop value in their bus business.

In addition Norse has clients, who as a result of successfully making a business transformation to more structure and efficient procedures; perceive the value of this process. Some of these clients are seeking to acquire companies that either have been through the process already or who represent a profit improvement opportunity. These clients feel they are in a good position to absorb growth, because of their confidence in their ability to extent their management culture through solid systems and procedures. In addition they have determined that growth through acquisition is an appropriate way for them to maximize the value of their business interest. These clients are candidates for Norse assistance with finding and negotiating for potential acquisitions.

Some clients are not interested in expanding their business any further, but are interested in turning the value they have built into an exit strategy. For some this is a matter of timing, for some it is a matter of the changing

competitive environment and avoiding future vulnerability. For every business owner maximizing value and selling at the right time for the right deal is an important objective. These companies are candidates for Norse assistance with conditioning the business for sale and for finding the appropriate buyer.

All services provided will be in the strictest of confidence and will be covered by a special addendum to the standard Norse Professional Engagement Agreement. Please give Leif Petterson a call at 800-769-8468 extension 41 to learn more.