



THE STEVENS GROUP

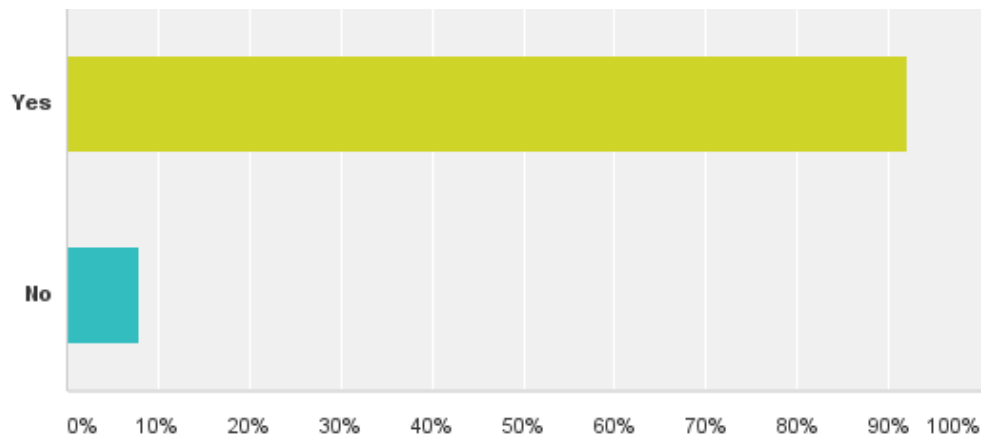
CONSULTANT AND MERGER/AQUISITION FACILITATOR TO PR AGENCIES

TSG PR Agency Owner Survey

2015

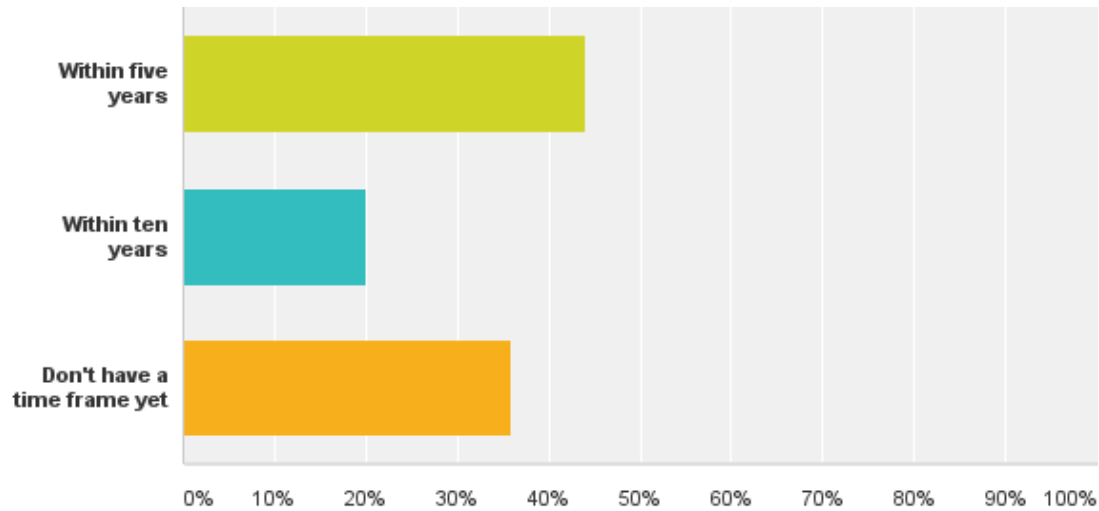
Powered by  SurveyMonkey

Q1: Do you plan to sell your firm at some point?



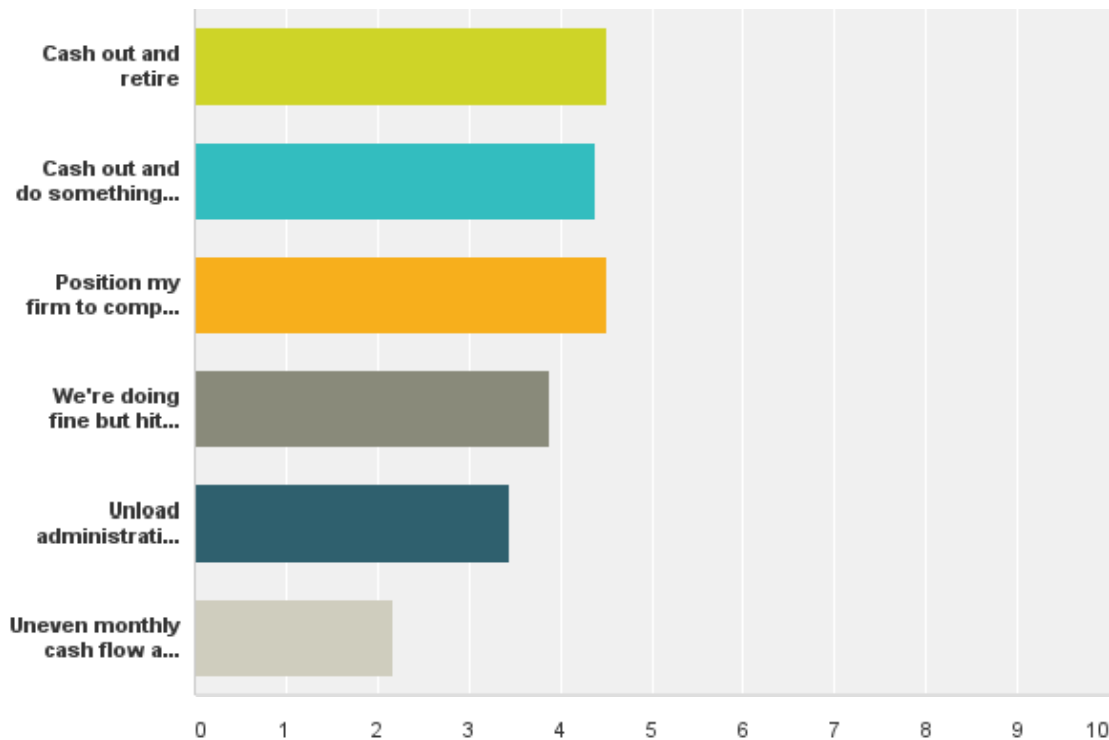
Answer Choices	Responses
Yes	92.16%
No	7.84%

Q2: If so, when?



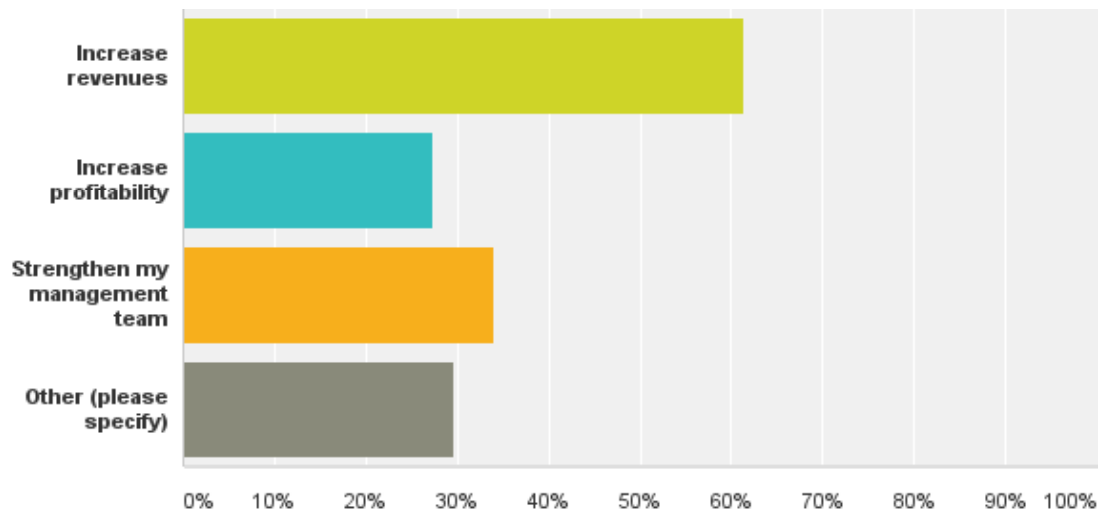
Answer Choices	Responses
Within five years	44.00%
Within ten years	20.00%
Don't have a time frame yet	36.00%

Q3: What would be your primary and secondary reasons for wanting to sell:



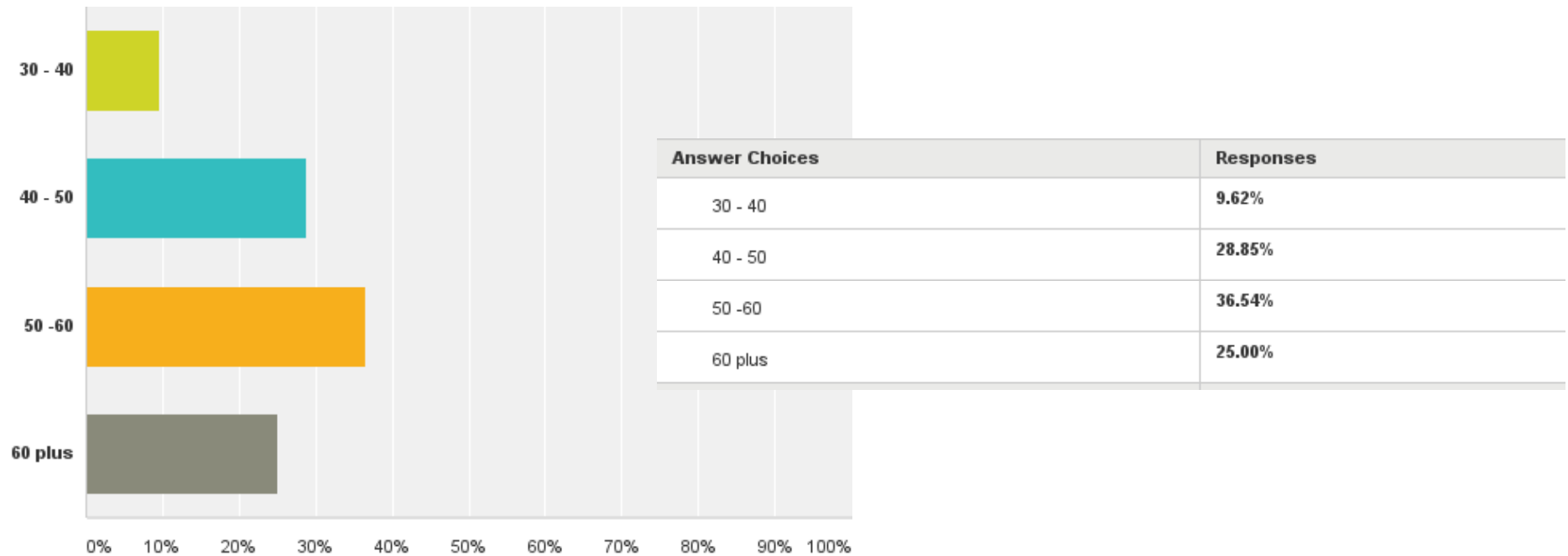
	1	2	3	4	5	6	N/A
Cash out and retire	34.62% 18	13.46% 7	9.62% 5	7.69% 4	11.54% 6	3.85% 2	19.23% 10
Cash out and do something else	25.00% 13	17.31% 9	17.31% 9	9.62% 5	7.69% 4	3.85% 2	19.23% 10
Position my firm to compete for bigger clients	23.08% 12	23.08% 12	25.00% 13	9.62% 5	1.92% 1	3.85% 2	13.46% 7
We're doing fine but hit a wall. Can't see major growth looking ahead without significant increase in critical mass	5.77% 3	15.38% 8	17.31% 9	23.08% 12	0.00% 0	3.85% 2	34.62% 18
Unload administrative headaches on buyer and focus my/our energies on creative work for clients.	9.62% 5	13.46% 7	7.69% 4	9.62% 5	25.00% 13	3.85% 2	30.77% 16
Uneven monthly cash flow a constant problem	1.92% 1	3.85% 2	5.77% 3	5.77% 3	9.62% 5	26.92% 14	46.15% 24

Q4: If you plan to sell at some point, are you waiting for any of the following to happen?

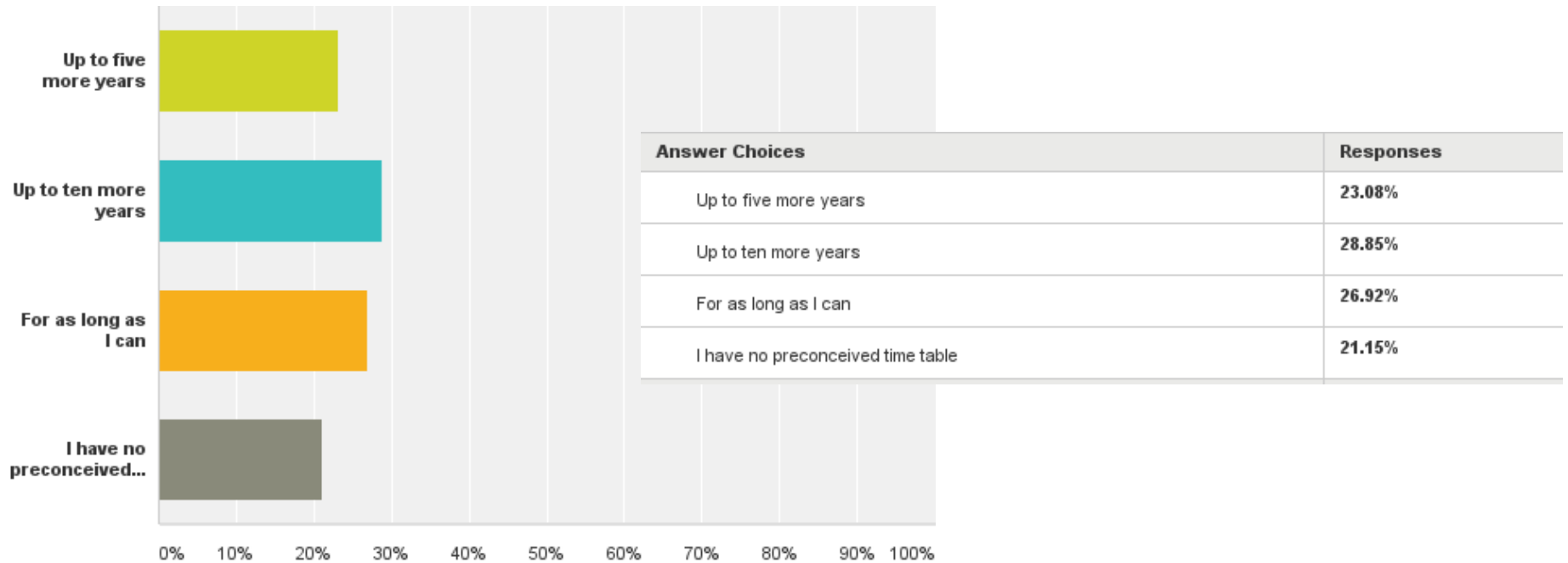


Answer Choices	Responses
Increase revenues	61.36%
Increase profitability	27.27%
Strengthen my management team	34.09%
Other (please specify)	29.55%

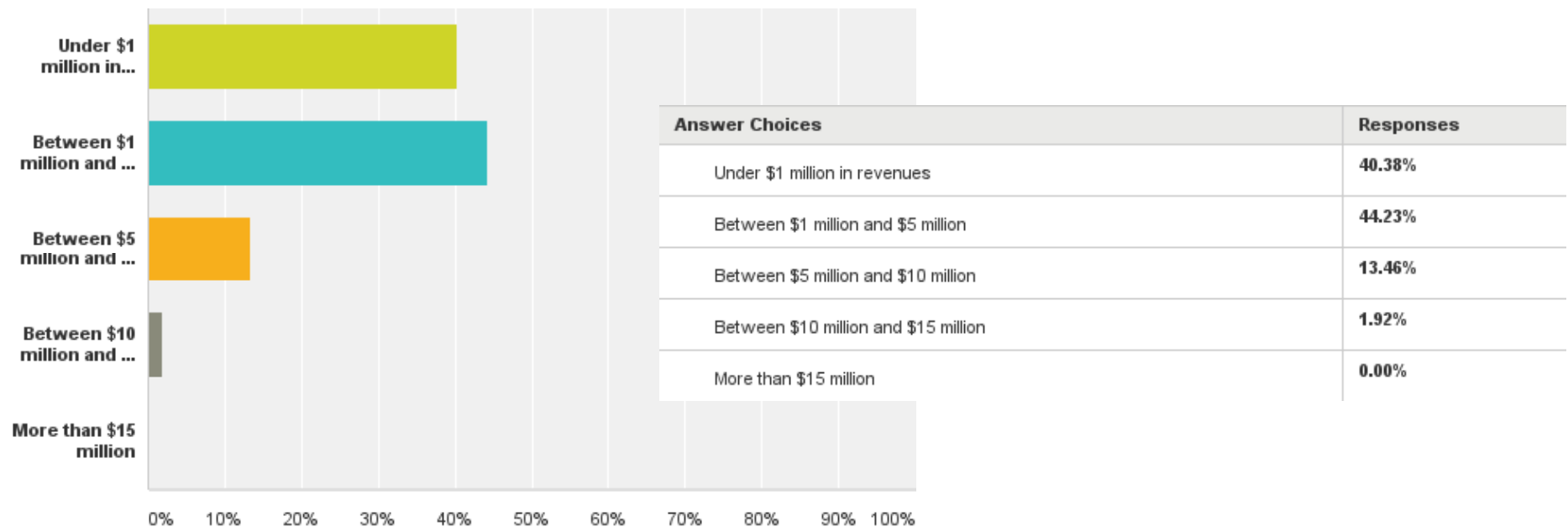
Q5: What is your age range?



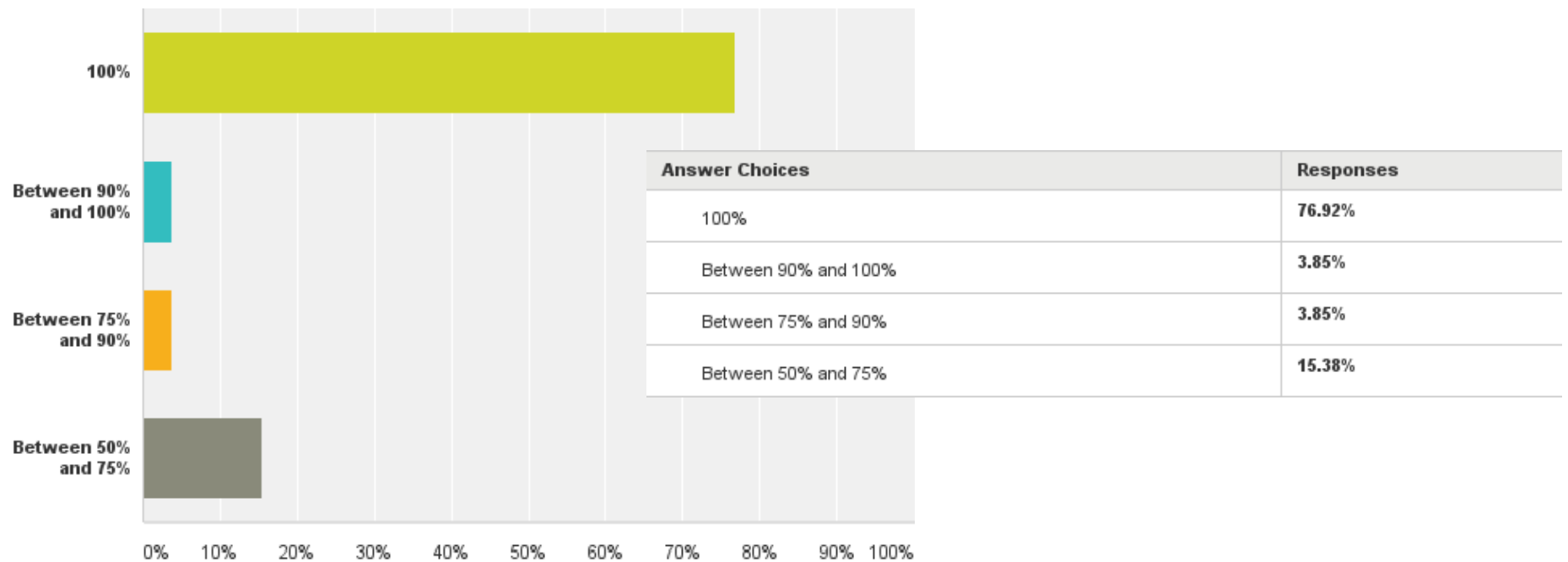
Q6: How much longer do you want to work?



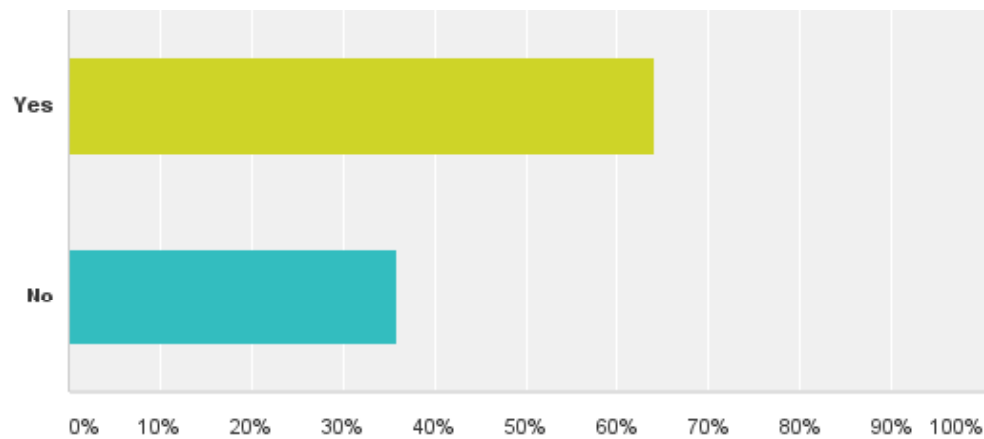
Q7: What is the size of your firm?



Q8: What percentage of your firm do you own?

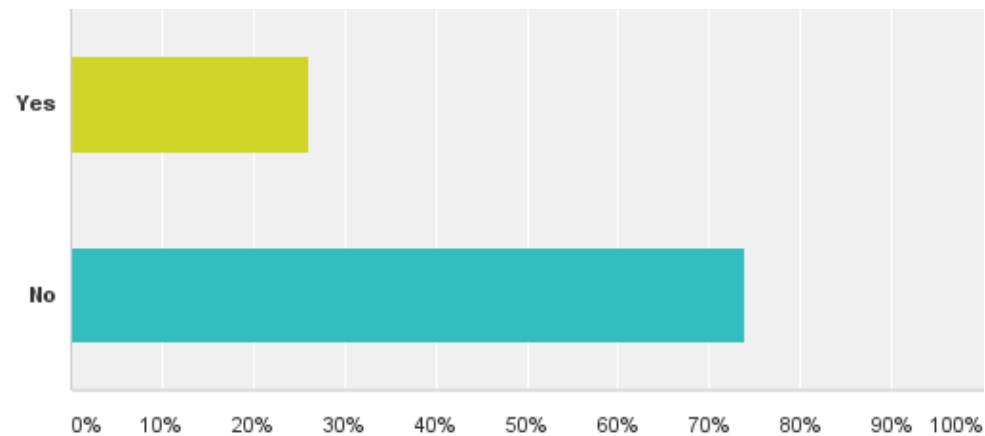


Q9: If you sell your firm do you want to keep working for the firm after your employment contract ends?



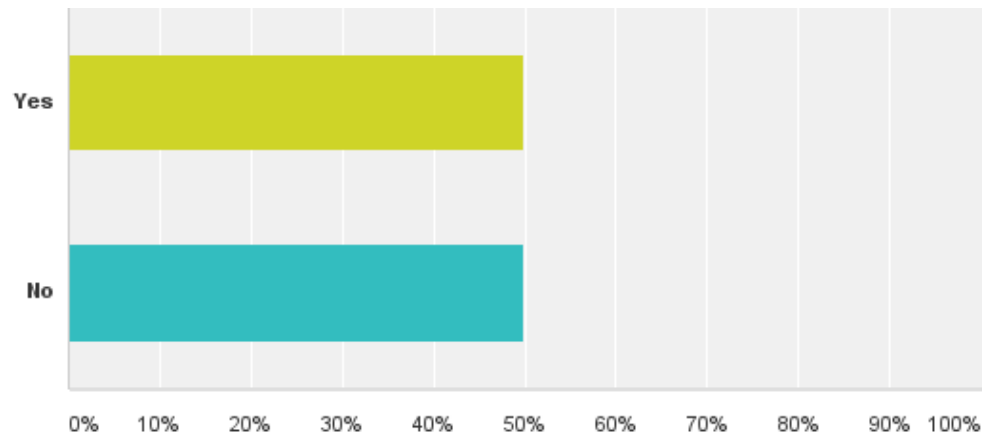
Answer Choices	Responses
Yes	64.00%
No	36.00%

Q10: If NO to question 9 would you seek a career in another field?



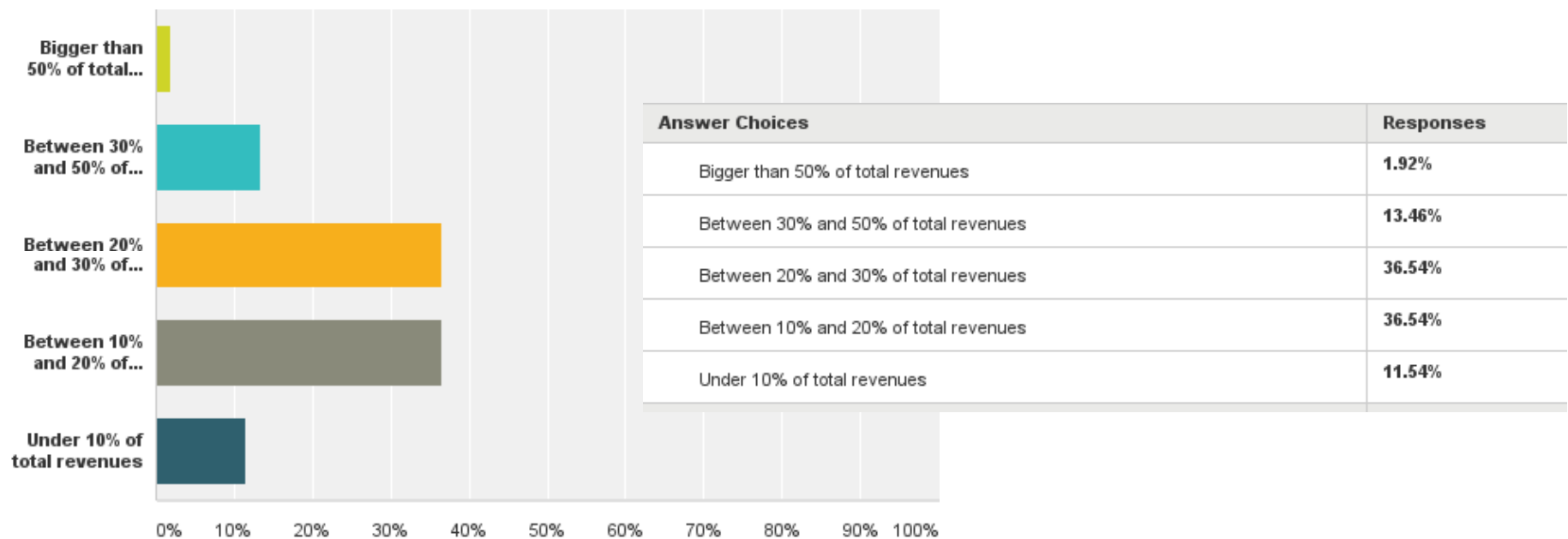
Answer Choices	Responses
Yes	26.09%
No	73.91%

Q11: Do you have a plan in place to retain your best employees?

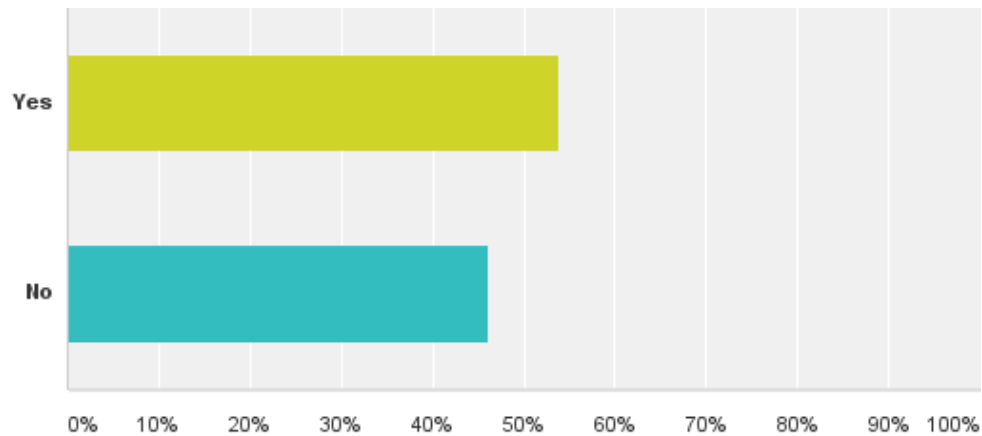


Answer Choices	Responses
Yes	50.00%
No	50.00%

Q12: How big is your largest client?



Q13: Do you feel that your next in line senior manager is ready to manager your firm in the event you're unable to, or choose not to?



Answer Choices	Responses
Yes	53.85%
No	46.15%