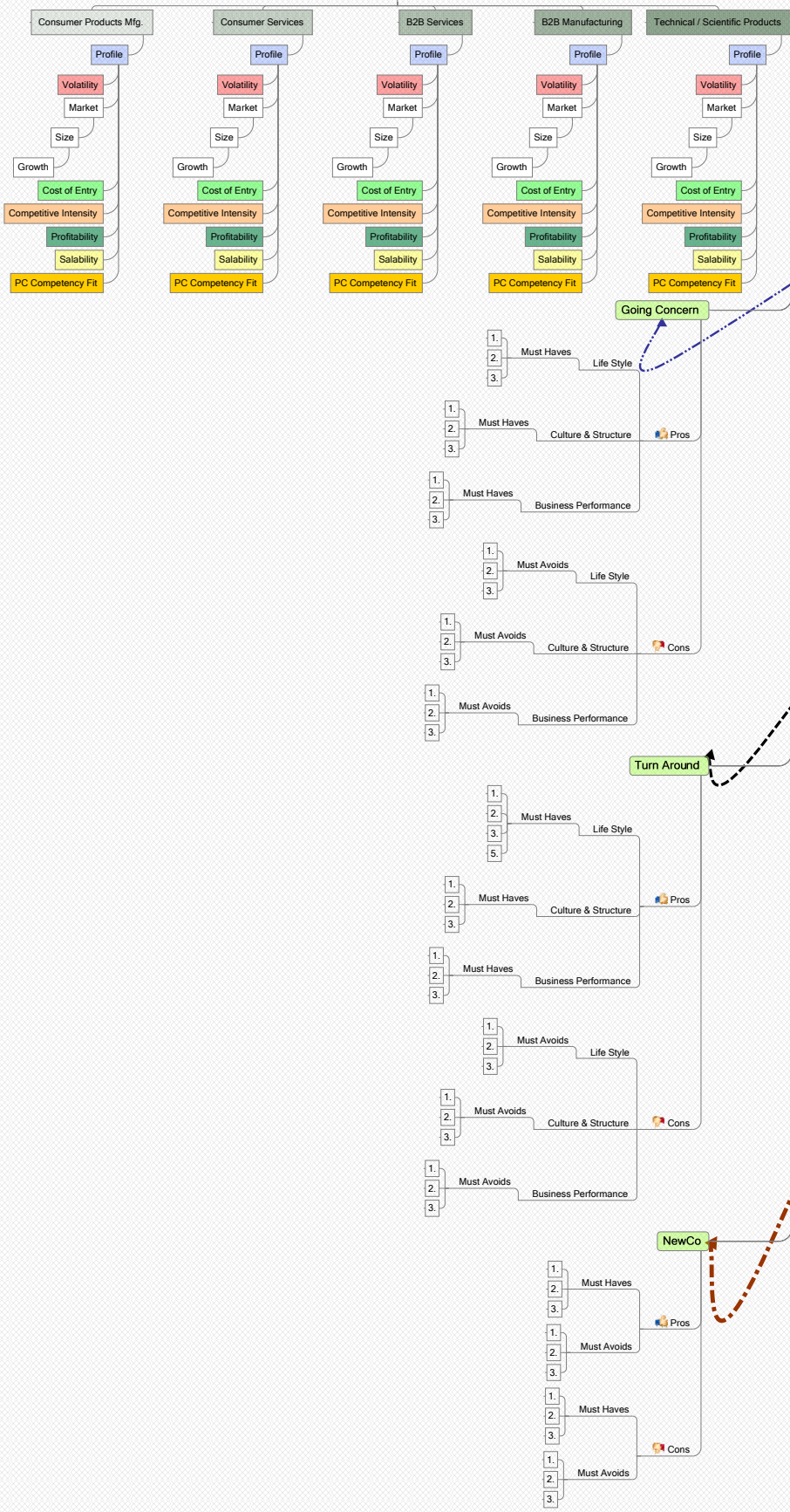


Client C Business Acquisition Screen

Market Alternatives



Business Objectives

1. Current Income	\$	YR. 1	\$ 275
		YR. 2	\$ 350
		YR. 3	\$ 550
2. Avg. Annual Growth			25 %
3. Capital Retention		Min. 10 Yr. Investment Multiple	2 X

Personal Priorities

- equity @ 10 Weighting
- Current Income @ 8 Weighting
- Health 10 x Weighting
- Family @ 10 Weighting
- Future Income @ 10 Weighting

Issue 3: Scale

Absolute internal cash flow	Issue (a) ROIC
	Issue (b) Growth
	Issue (c) volatility
Change in expense vs. rate of growth	Issue (a)
	Issue (b)
	Issue (c)
2008 Forecast	Issue (a)
	Issue (b)
	Issue (c)

Action

- Financial Advisors - develop market metrics
- Develop 10 step plan
- Segment into weekly 3 step / point plan
- Review with R. Magid

Weigh the # 1 Must Have 10, # 2 9 etc. Must avoids # 1-10, # 2-9, etc.

Add the scores of must haves / avoids for each decision. The net highest measured option wins.

Choose two market segments