



Jeffrey S. Muir, CVA

Director, Beacon Equity Advisors

Jeffrey S. Muir brings over 20 years of experience financing and negotiating M&A deals to Beacon Equity Advisors. Over the years, he has assisted interesting manufacturing, technology and distribution companies in finding the right buyer and the right deal. Jeff's success runs the size and complexity gamut, from negotiating the sale of a large international power company to publicly held company in Spain looking to establish a presence in the US, to a deal for a product engineer/inventor to sell his seven-person company to a group that could grow it while the inventor worked on his next idea. Sometimes Jeff is asked to get a transaction negotiated between two parties who see the value of a combination but need expertise to get to the finish line.

The common thread in each opportunity is a deep understanding of the business, its market and the key objectives of the owner(s). Jeff's ability to quickly assess the transaction's potential and possible pitfalls enables deals to come together cleanly and keeps the process on track toward closing. Much of this success is due to cultivating personal relationships with ownership and their advisors during the time leading up to a transaction.

Jeff enjoys learning the inner workings of a client's business and helping owners understand the business's current market value and how to improve it. He is a Certified Valuation Analyst (CVA) and a member of the National Association of Certified Valuators and Analysts.

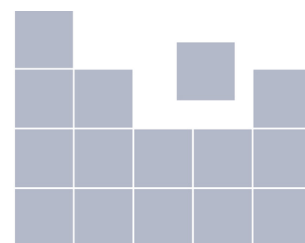
Mr. Muir is a founding member of the USA500, the Chairman of the USA500 Charitable Giving Circle, a board member of the School on Wheels of Massachusetts and the former Treasurer of the Easton Youth Baseball League.



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