

2025

STATE OF THE INSTITUTE ADDRESS



Exit
Planning
Institute®



Scott Snider

President, Exit Planning Institute

- Contributor for Forbes Business Council
- Serial Entrepreneur & Family Business Owner
- Value Creator/Growth Strategist
- Operating Partner of Snider Premier Growth

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AGENDA

- **EPI Purpose**
- **2024: In Review**
- **Market Shifts**
- **EPI Response to Market Shifts**
- **Key Initiatives**

SUCCESSFUL TO SIGNIFICANT

A significant company is one that is valuable, transferrable, ready, and attractive at any point. While the business owner's business, personal, and financial goals are aligned.

2024 Major Moments

LAUNCHED
THE CEPA
ACCELERATOR
PROGRAM



4 New Chapters
Mahoning-Shenango
Valley, Phoenix, Kansas
City, and Denver.

LAUNCHED



NATIONAL
STATE OF
OWNER
READINESS
RELEASED



20,000+
Community Members



Scott Snider gave his
testimony at the US Senate
about Succession Planning:
Opportunities to Build
Wealth and Keep Jobs in
Local Communities.

Over
2,000
Advisors Became CEPAs



Released the first issue of
**MASTERING
THE MARKET**



U.S. Chamber of Commerce
CO-100
America's Top 100 Small Businesses

Great
Place
To
Work®

Certified
OCT 2024-OCT 2025
USA

Honoree

Hosted the **LARGEST
EXIT PLANNING-CENTRIC
CONFERENCE** in the world
with **750+** attendees.

11 NEW HIRES



SHIFTING MARKET

National State of Owner Readiness

2013

2023

Accountant

1

Financial Advisor

Peer Group

2

Attorney

Spouse

3

Accountant

Attorney

4

Spouse

Financial Advisor

5

Banker

Exit Strategy is a Priority for Younger Business Owners

Younger generations have scored better across all readiness factors. They are more inclined to have written and formal plans, are more educated on exit planning, and have formed formal exit advisory teams. Exit strategy is a priority for them and their businesses.



48%

of millennials indicated they wanted to exit their company within the next 5 years and 59% of Gen Z owners stated the same.

14% BOOMERS vs. 36% GENERATION X consider exit strategy their top priority

Best Overall Was The Millennial Generation

65% had written personal plans

55% had written company plans

68% had written personal financial plans

22% of BOOMERS indicated they have taken on a **value enhancement** or **preliminary due diligence project**.

The background is a solid dark blue. It features several faint, light blue decorative elements: two large gears, one in the top left and one in the bottom right, each with a dollar sign (\$) in its center. There are also some curved, swoosh-like shapes scattered across the background.

69%

of owners have exit strategy
on their priority list

The \$10 Trillion
Opportunity is now a
\$14 Trillion Opportunity.

The background features a dark blue gradient. On the right side, there are two stacks of coins, rendered in a lighter blue color with a subtle 3D effect. The coins have a circular top and a ribbed edge. The top stack is slightly behind and to the left of the bottom stack.



73%

of privately held companies
in the US will transition
within the next 10 years

equating to a
\$14
trillion opportunity

\$9 trillion wealth transfer within the next 5 years.

Business owners' exits have accelerated and are expected to keep doing so. With the baby boomers at traditional retirement age, they have been influenced recently by the market, uncertain economic outlook, age, and health. Additionally, more so than ever, Generation X, people ages 43 to 58, are accelerating the exits in the US.

57% BOOMERS *and* **38% GENERATION X**
said they wanted to exit within the next 5 years

EXIT PLANNING INSTITUTE

Response to a Shifting Market

The Future: 2025 EPI Community

OUR GOAL IS TO BE THE THIRD LARGEST CREDENTIAL

For EPI, 2025 is a year of action and growth. With initiatives like DriveValue.com, Beyond CEPA, and more, EPI aims to be the third largest professional credential. We want every team to have a CEPA on board so they can continue to create and accelerate value for business owners everywhere, at any stage in their journey.

As EPI's team grows, we will debut our new global headquarters later this year, giving us the room to grow and better serve our advisor community.

Drive Value

DriveValue.com, an educational platform, helps business owners and leaders explore the Value Acceleration Methodology through online and in-person resources.

Designed for privately held businesses (\$1M–\$150M revenue), their executive teams, and family members, the platform connects them with Certified Exit Planning Advisors (CEPA).

Through courses, programs, and events, **DriveValue.com** equips owners and key leaders with the tools to increase business value, grow wealth (5-10x), and align personal, financial, and business goals.



IMPORTANT DATES

LAUNCH PARTY:
Wednesday March 19

DRIVE VALUE WEEK:
May 29 – June 1

*Nashville Chapter
launch on Thursday,
trackside talks on
Saturday, and then the
race on Sunday*



Areas of Focus



Significant
CEPA Growth



**World-Class
Summit**



**Strategic
Relationships**

Beyond CEPA

Unlock the Full Potential of Your CEPA® Credential

You've earned your CEPA. Now, what's next?

Beyond CEPA is your guide to turning your credential into real impact. Whether you're looking to implement exit planning, integrate it into your business, or become a recognized expert, this roadmap provides the structure and support you need.



Exit Planning Summit

The **Exit Planning Summit** provides advisors with ample opportunities to not only strategically scale their exit planning knowledge through presentations, resource and solutions labs, and interactive sessions, but to also make connections in the advisor community, and expand their impact for business owners. This is the premier celebration of all things exit planning, connecting advisors across the nation to them on the path to becoming best-in-class.

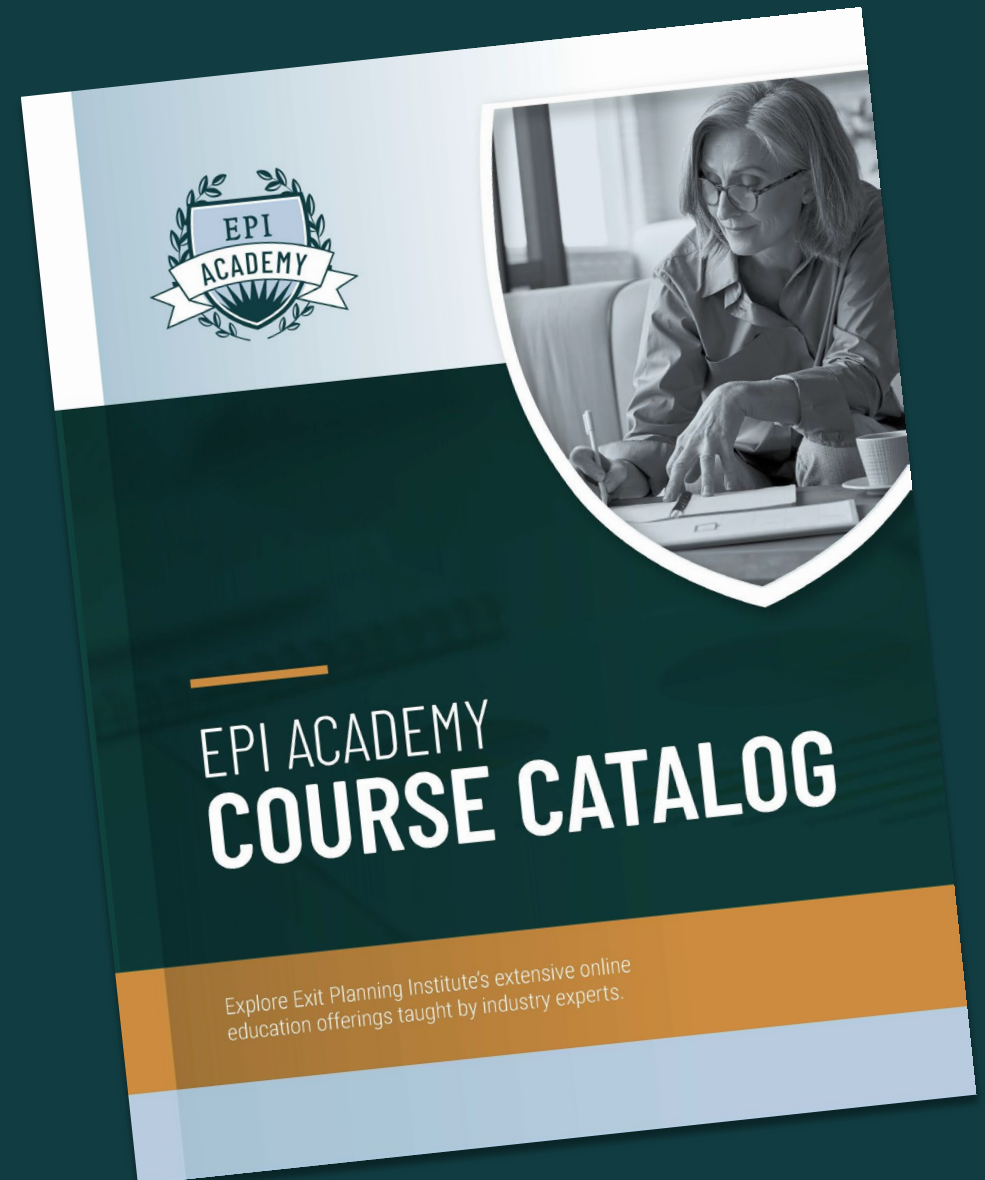


Experiences. People. Innovation.

EPI Academy

EPI Academy has a fresh new look and an expanded lineup of courses designed to deepen advisor expertise and enhance client outcomes. New offerings include **Personal Planning Deep Dive**, **Preparing Heirs for the Money**, and **Accelerating Value by Maximizing Intellectual Property**, among others.

These courses provide actionable insights on critical topics such as **emotional pitfalls in dealmaking**, **the role of the Exit Planning Quarterback**, and **high-performance brain training for wealth creation**. With its updated brand and dynamic content, EPI Academy continues to be the premier resource for professional growth in exit planning.



Chapter Launches



Nashville



Houston



Raleigh Durham



Sarasota



St. Louis



San Francisco

Other Key 2025 Initiatives

CEPA Program 4.0

EPI Online Community

Expansion of EPI Team

BOA & TLC

New Office HQ

New Content

New Content

■ The Annual Exit

- The "Annual Exit" is EPI's annual magazine released at the beginning of each year dedicated to providing comprehensive insights and updates for professionals in the exit planning industry. This magazine features interviews with industry experts, case studies, a calendar of upcoming events, and more. Explore the issue at AnnualExit.com.

■ New National State of Owner Readiness Report

- A focus on Age and Demographics

■ Launching two editions of Mastering the Market

■ Two Regional State of Owner Readiness Reports

- Nashville and Vancouver



20th Anniversary

Twenty years ago, in 2005, EPI was founded by Peter Christman and Rich Jackim with a focus on providing professional education for advisors on the at-the-time, relatively untouched idea of exit planning.

In 2025, with Christopher and Scott Snider at the helm, EPI has grown exponentially as the award-winning Value Acceleration Methodology™ allows business owners and CEPAs to work together to grow value for the business and achieve the desired exit. In twenty years, EPI has added 7,000+ CEPAs, launched valuable reports such as the National and Regional *State of Owner Readiness Surveys*, launched the premier exit planning event with the Exit Planning Summit, and more.

Exit Planning Institute Through The Years

Formation of the Exit Planning Institute

2005

The First Exit Planning Summit

Creation of the EPI Chapter Network

2011

The Value Acceleration Methodology™ Reframes "Exit Planning"

2013

Understanding the National State of Owner Readiness™

EPI Goes Virtual: First CEPA Online

2020

The Next Education Advancement: EPI Academy Launches

2022

Scott Snider Serves as Expert Witness to Senate Committee

State of Owner Readiness Report

2024



2007

Launching the CEPA® Credentialing Program



2012

Snider Premier Growth Acquires EPI



2016

Publishing Walking to Destiny



2021

Scott Snider Named President



2023

Releasing The Second Edition of Walking to Destiny



Exit Is Now Podcast Launch



THANK YOU

Explore the
Annual Exit Magazine



AnnualExit.com

@ExitPlanningInstitute
@BeyondCEPA



Exit-Planning-Institute.org