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Advantages To Going Public - How To Go Public - Take Your Company Public

When companies contact us about going public they will typically start out by saying something like, "I've been watching your videos and have been following your company in the media for a while now" or "I've been reading your articles about globalization and going public over the past few months and...". My point in stating the above is this, I've never had a company that calls and says, "We were going to get a corporate line of credit but figured we'd go public instead". Companies that are going about this the right way will have spent time preparing their company to go public and they've taken the appropriate initiatives to set up post public finance options, investor relations and other efforts that are conducive to their company performing in the aftermarket.

As an IPO consultant it's not my job to sell the company on why they should go public. It's my job to question their motivations and play devil's advocate to try to test their theories and inject factual information that will either make them more confident with their decision or talk them out of taking this path. Proceed with caution. If you get an IPO facilitation firm on the phone and they are absolutely in love with your company, idea and plans from the onset of the conversation, chances are you're going to regret it in the end as this consultant has too much time on their hands and sees an easy 'fee oriented' target.

Going public is a mutual effort and can only work if both sides are going to make out financially in the end, not upfront. Consultants that charge front heavy fees are typically not going to be around in a stabilization or advisory capacity once you are public which means you'll almost certainly fail to raise the public capital you're seeking. Instead, find a consultant that levels out their fee structure with a general retainer fee and most of the compensation on the back end. Retainer fees of \$40k to \$50k are common among established and legitimate consulting firms. You'll also have the PCAOB audit which will range from \$10k to \$30k and the S1 filing and comments fees for legal should be tied into the back end with some general expense compensation during the process. Your market maker attachment and 15c211 filing should also be included in back end equity by the consultant.

As far as equity compensation keep in mind that if a consulting firm wants to take all upfront fees and makes no mention of the post public equity distribution then they are taking you on as a client for the wrong reasons. If they believe in your concept and truly want to get involved to assist you in a well rounded, strategic offering they will insist on an equity stake of 5% to 20% depending on how much pre public structuring and strategies as well as post public work must be done.

In going public your company can become a globalized, stable industry powerhouse but attaching yourself to the wrong facilitator upfront can damn your efforts before they begin. Find a well published, full service consulting firm that will take control of the situation so you can focus on your business and not have to worry about the intricacies that can destroy your offering potential.

FREE Download of the Ground Breaking eBook [Taking A Company Public](#), to find out how to take our company public, structure a company, globalize your concept and much more. Click here to get Free [Pre IPO Investor Alerts](#)

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