



## Media Release

For Immediate Release

### **Community Futures Succession Planning and Matching Program available to Rural Businesses**

ROCKY VIEW COUNTY, AB (August 27, 2020) – Community Futures Centre West and Community Futures Wild Rose has partnered with 6 additional Community Futures offices throughout Alberta to provide a Succession Planning and Matching Program to *rural businesses* beginning September 17, 2020.

The project has been made possible by the Rural Opportunities Fund, which is supported by Western Economic Diversification Canada (WD). The Rural Opportunities Fund supports community economic development projects and business retention initiatives, including community resiliency projects and business retention initiatives such as succession planning for small business owners.

The Succession Matching and Planning (SMP) Project will address the need for succession planning and education resources within our rural business communities. To accomplish this, we have partnered with SuccessionMatching, the Alberta Business Family Institute, and Commercial Ventures to deliver a series of workshops and access to resources.

The Program will provide for profit and not for profit businesses access to training and resources to prepare their business with a succession plan. There is a variety of options and training to choose from to assist in family, employee or outside buyer succession plans.

Businesses currently up for sale and needing additional supports to attract a buyer can participate in the matching program offered by SuccessionMatching. Sellers can obtain a coupon valued at \$2,000 to list their business for sale with SuccessionMatching a cost of \$25. Businesses obtaining a code, must participate in the SuccessionMatching Training sessions.

“CF Wild Rose partnered in this initiative to assist businesses that are prepared to sell or were selling their business prior to COVID-19. To build and maintain sustainable, healthy rural communities we rely on strong businesses to provide employment opportunities. Succession planning is an integral piece for businesses to prepare and begin thinking long term about the future of their business for the next generation. Whether your plan is to succession to a family member, employee or attracting new investment to the region, we have made available a variety of resources for businesses to consider”, says Community Futures Wild Rose Economic Development Leader, Wendy Gerbrandt.

Our goal through this initiative is to raise awareness and educate business owners and their ‘circle of influence’ such as bank personnel, realtors, municipal government employees, and community stakeholders and to provide access to resources through our project vendors. We endeavor to see businesses successfully transition to new owners, ensuring those businesses remain a vital part of our local economies.

Registration is now open to rural entrepreneurs who are preparing a succession plan and/or require access to support to help sell their business. Information and Workshop Registration on the Succession Planning and Matching project can be found at:

**Community Futures Wild Rose (region includes Strathmore, Chestermere, Bassano, Kneehill County, Three Hills, Trochu, Beiseker, Carbon, Acme, Linden, Irricana, Langdon, Indus, Rockyford, Standard, Hussar, Wheatland & Rocky View County)**

Address: 101, 331 – 3 Avenue, Strathmore, AB T1P 1K5

email: [wendyg@albertacf.com](mailto:wendyg@albertacf.com) phone: 403-934-8888 [www.wildrose.albertacf.com](http://www.wildrose.albertacf.com)

<http://wildrose.albertacf.com/business-succession-planning-matching>

Facebook: [@CFWildrose](https://www.facebook.com/CFWildrose)

LinkedIn: <https://www.linkedin.com/company/community-futures-wild-rose/>

**Community Futures Centre West (Region includes Cochrane, Airdrie, Canmore, Crossfield & Rocky View County)**

3209, 101 Sunset Drive

Cochrane, AB T4C 0W7

403-389-8272

[www.centrewest.albertacf.com](http://www.centrewest.albertacf.com)

Facebook: [@CFCentreWest](https://www.facebook.com/CFCentreWest)

**For media inquiries:**

Community Futures Wild Rose: Wendy Gerbrandt, Community Economic Development Project Lead,  
[wendyg@albertacf.com](mailto:wendyg@albertacf.com)

403 934 8888 ext. 3

Community Futures Centre West: Jodie Eckert, Community Economic Development Coordinator

[jeckert@albertacf.com](mailto:jeckert@albertacf.com)

403 464 5734

**Additional Information**

**About Community Futures**

Community Futures are regional, community driven, non-profit organizations staffed by business professionals and guided by a volunteer Board of Directors. They provide a wide range of small business services and business management tools for people wanting to start, expand, franchise or sell a business. They provide specialized business programs, counselling services and access to capital for rural businesses. They actively engage with the municipalities, economic development, business leaders and stakeholders to foster rural economic growth.

Funded in Western Canada by Western Economic Diversification Canada, Community Futures has been supporting small business and rural economic diversification since 1986. There are 27 Community Futures offices in rural communities throughout Alberta, and a total of 269 in Canada.

## **Project Providers**

All participating vendors provide very different resources and sets of workshop topics that are applicable to our rural entrepreneurial population.

### **[SuccessionMatching.com](http://SuccessionMatching.com)**

Their mission is to provide the required assistance for successful ownership transitions that benefit all parties involved, ensuring farms and businesses in communities across North America continue to operate for generations to come.

**Succession Matching Series are targeted to not for profit and for profit businesses requiring a succession plan. In addition, businesses listed for sale or ready for sale can receive a coupon to list their business with Succession Matching. To receive this coupon, they must register and attend a minimum of one workshop with Succession Matching, even if they have attended the series/workshops through ABFI and CV.**

### **[The Alberta Business Family Institute \(ABFI\)](#)**

The Alberta Business Family Institute at the School of Business is a centre of excellence with an integral focus on family business in Alberta. The Institute is affiliated with the Centre for Entrepreneurship and Family Enterprise, which provides world-class teaching and research in family business and entrepreneurship.

**ABFI Workshop Series are targeted to businesses who are requiring a succession plan for a FAMILY owned business to another FAMILY member.**

### **[Commercial Ventures](#)**

Commercial Ventures is a boutique consulting firm, devoted to helping Canadian's buy and sell small businesses. Navigating an exit of ones' business for the first time can be challenging. Purchasing a business can be equally uncharted. We help individuals understand the process, lay the road-map and identify the advisors they will need to involve for a successful transaction to occur.

We believe in supporting small businesses to successfully transition their ownership into the hands of the next generation. We believe in helping to maintaining the jobs of the employees who work for these companies and that there are qualified purchasers eager to take the reigns.

**Commercial Ventures series is targeted to for profit and not for profit businesses requiring a succession plan as well as focusses on the process and preparation for selling a business.**