

# **Are Royalties Best For You and Your Company? ©**

**Arthur Lipper**

**As the inventor of the now patented approach to using royalties as the non-equity dilutive means of financing companies, I am now offering to professionally advise business owners on the appropriateness of royalties for their use.**

**There are both pros and cons that apply to the use of royalties in financing companies. These issues impact business owners, managers and investors.**

**The service offered envisions a single day on site assignment with all directly related expenses reimbursed. The fee is \$5,000 and the result will be a suggested approach to the use of a royalty in a financing if, in my opinion, the company should consider using a royalty to obtain growth capital.**

**Although the longer-term viability of the company as a royalty issuer is of great importance to most investors considering the purchase of a royalty, my focus in determining if a royalty works and if so in what form, will be on the revenues projected by management.**

**The rationale for investors being willing to risk the provision of capital in exchange for a modest percentage of revenues is the reasonable, documented expectation of revenue growth. Therefore, an assessment of the likelihood of revenue growth as presented by company management being achieved is critical.**

**Those interested in learning more about royalties are invited to review the 100+ writings and six website calculators currently available on a complimentary basis at [Royalties.Website](#).**

**That which is proposed above could make a significant difference in the lives of many business owners. The difference for investors, and available on the same terms, is less, as the business is not the focus of their lives.**

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