

CEO PROFILE

BY MEGAN MALUGANI

Marathon Man

Ex-practice owner offers unique expertise for transaction and succession planning.

As a star running back for Pennsylvania's Gettysburg College in the mid-1980's, Paul Martin became an expert at dodging obstacles, scrambling for the goal line and performing under pressure. The skills Martin learned on the football field then have served him well now as a health industry consultant who specializes in the complex realm of mergers and acquisitions.

Martin, MPT, CBI, founder and president of Mt. Laurel, NJ-based Martin Acquisitions Group LLC, has blazed a successful trail from college athlete to physical therapist to businessman, with the focus and intensity he perfected as a ball player.

In 1986, Martin finished college with hopes of a future in the NFL or USFL. Despite trying out with a few teams, he didn't make it on a roster. So he decided to harness his ambition and energy in another direction.

Martin earned his master's degree in physical therapy and promptly combined his athletic and professional passions. In his first position, he provided rehabilitation services to athletes at the University of South Carolina. Soon thereafter, he accepted a post as running back coach and head strength, conditioning and speed coach for the Lehigh University football

team in eastern Pennsylvania.

When he wasn't coaching, Martin worked part-time at an outpatient clinic. It was there that he began to see the business opportunities in rehabilitation. By the summer of 1990, he moved back to his hometown of Moores-

town, NJ to pursue his entrepreneurial aspirations. Martin's company, Physical Therapy and Sports Services PC, grew quickly. Within three years, he brought two partners into his business, acquired a hospital contract and expanded to three outpatient clinics. "We looked at the needs of the community and supplied the services that were in demand," Martin says, emphasizing that customer service was the company's No. 1 objective. "We became known as a place where people not only got better, but also had a wonderful experience in the process," he adds.

By 1996, Martin's company had grown to 20 sites, primarily through acquiring other rehabilitation businesses. "I was able to see, from the buyer's perspective, all of the intricacies [involved in] the acquisition process," Martin explains. This perspective became useful later

other intermediaries haven't owned, sold or acquired businesses. In fact, these firsthand experiences set his business apart from others, Martin says.

To better prepare himself for the complexities of transaction work, Martin earned the title of Certified Business Intermediary (CBI) from the International Business Brokers Association. He is now attaining certification as a Certified Valuation Analyst (CVA) from the Institute of Business Appraisers. Although Martin started primarily consulting with physical therapy practices, he has extended his reach to the orthotic and prosthetic, long-term care and other health care industries.

Despite a schedule that keeps him visiting clients in all corners of the country, Martin maintains the same commitment to fitness by competing in the rigorous Ironman Triathlon. He also runs marathons.

What inspires Martin professionally is helping other business owners define their aspirations, make plans and progress toward their own, self-described goals.

Given Martin's own track record in these areas, there's nobody better suited for the job.



Paul Martin
Founder & President
Martin Acquisitions Group

Paul Martin, MPT, CBI, helps business owners define their aspirations, make plans and progress toward self-described goals through transaction and succession planning.

that year when Martin and his partners decided to align with NovaCare.

Because it's difficult to be objective when selling a practice, Martin hired a consultant to help him negotiate the deal. The process was extremely complicated, but very interesting. This experience would serve as the inspiration for Martin Acquisitions Group LLC, which specializes in helping health care companies with transactions and succession planning.

Martin considers himself well qualified to help buyers and sellers, since the majority of