

THE HEIM GROUP

Middle Market Investment Bankers

TINA MARINO
PRESIDENT

About Tina



Tina Marino is the president of The Heim Group, Inc., a boutique mid-market M&A advisory brokerage firm, founded by her father, Paul Heim, in 1985. Tina sold her 18-year old tax and accounting practice in 2006 and joined The Heim Group in 2007. Her experience in the accounting field allows her to help sellers prepare their businesses for sale and buyers to fully understand the financial structures of the businesses they are acquiring.

What differentiates Tina from other business intermediaries is that she prefers to do as much of the due diligence phase as possible before the company goes to market. She believes this step alone can set a business up for a successful and quicker sale. Tina is also set apart in that she is upfront with her clients and unafraid to tell them

what must be done in order to obtain the best sales price, even if that advice is to hold off on selling now and take some time to ‘polish up the apple’ before marketing the company.

Tina believes wholeheartedly in collaborating with other professionals who come into play in the M&A process—attorneys, accountants, valuation experts and financial planners—as she knows any successful transaction requires a solid team of advisors to make it a win-win for everyone involved.

Tina and her husband, Dave W. Henry, USMC (Ret), their kids now grown, reside in La Costa, California, enjoying the beach, travelling, and their two mini-dachshunds, Hugo & Hedy! Tina is also the founder of The Encouragement Center, a 501c3 charity that helps the poor and needy in San Diego County.

THE HEIM GROUP, INC

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What People Say About Tina

When I made the decision to sell my company, Tina made the process very easy and painless. Her advice and guidance throughout the process was invaluable to me. She was able to negotiate on my behalf for much more than I thought possible. Tina’s integrity, professionalism, tact and wisdom were instrumental in the success of our sale. I would highly recommend The Heim Group and Tina Marino.

Jaimee Pittman—Baron Center, Inc.

Tina Marino is one of the most intelligent business and financial professionals that I know. She has an incredible giftedness and talent to evaluate financials, tax strategies, business valuations and then counsel businesses on how to profit. I trust Tina completely and personally have benefitted from her finance and consultative abilities. It has also been a pleasure (actually an honor) to serve with her in community projects where she served in leadership.

Tom Thompson—Brand Advancements

Back in May of 2004 my partner and I purchased a company and Paul Heim of The Heim Group represented the seller. The deal was completed in a very professional manner. We were impressed by Paul’s experience in the manufacturing and distribution industry. Fast forward several years. We were ready to sell the business and we remembered The Heim Group. This time we were fortunate enough to have the opportunity to work with Tina Marino. Her knowledge of the mergers and acquisition profession is diverse and thorough. Her accounting background is a big plus. She really “gets” it. If anyone is in need of representation in the purchase or sale of a business, you cannot go wrong with Tina Marino and The Heim Group.

Bob Cavasos—Drake-Bluestein

I would highly recommend Tina. One of Tina’s strongest attributes is her high degree of integrity, a trait not always a given in the M&A field! Her accounting background sets her apart from others in her field, as she is able to analyze and dissect the true business profitability, helping to better represent her clients on either side of the table. Tina also has excellent skills as a motivational speaker, and her strong devotion to honesty and integrity are easily recognized when you hear her speak. On top of it all, Tina is simply a wonderful person.

Al Rex - Al Rex, Inc.

Tina exemplifies the best characteristics of a trusted business advisor who is well-regarded as a seasoned professional by both peers and clients alike in an industry dominated by men. Her “can-do” attitude and desire to harness ideas, people and resources to projects and partnerships is part of what makes her sought after as a business intermediary and in critical relationships. I’d recommend her in a heartbeat and have on numerous occasions. I have known Tina for some time and among her differentiation qualities is she 110% “gets” her clients contemplating a partial or full liquidity event. She actively collaborates amongst professionals to find and work with other best-in-class advisors to truly serve. This is wholly different to many contemporaries who are of a ‘transactional, get the deal done, get paid and move on’ mindset. This gives gain philosophy extends to Tina’s charity work.

Carl Sheeler, Ph.D., ASA, CBA, CVA—Berkley Research Group, LLC

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