

## Eureka! M2Mx is Worth its Weight in Gold

*By Karen Seidman*

Ever have a business opportunity so fantastic you just knew you were sitting on top of a gold mine? Well perhaps. But probably not as much as YPO / EO member Matthew Lehrer, president of San Diego-based Teamwork Athletic Apparel, did. Because Matt WAS sitting on a gold mine – literally and figuratively!

A few decades ago, Matt's family acquired a gold mine in Southern California during a government auction. Not much was done with it at the time, and over the years, the family had only a few inquiries about it.

But more recently, as the price of gold shot up, several major corporations had come in making serious offers to purchase it, and the family, having no real knowledge about the mining industry or how accurately to evaluate the value of the mine, was at a loss of where to turn for help.

But Matt wasn't. He knew just where to turn – M2Mx – as he used the service a number of times previously with wonderful results, and knew they weren't going to get the *shaft!*

"Where else should you turn when you need expert advice and unbiased opinions from trusted sources? M2Mx was a perfect resource," he said.

M2Mx or Member Exchange is a FREE service available to 25,000 YPO, WPO, CEO and EO members and alumni, offering confidential business, personal and/or health advice, recommendations and solutions.

"I put in my request in at M2Mx, and very quickly, we had a WPO member respond who had grown up in the mining industry." Matt explained that the WPOer graciously flew down and spent a couple of days teaching the family about gold mines, how they operate, how mines' worth are evaluated and key contract negotiating points.

"Mining is a very complicated world and there were a lot of intricate facets that are involved in the transaction process. Because of M2Mx and being able to connect with the WPOer, we were able to achieve a very viable transaction. Probably as a result of his help we were able to make a five thousand times turn on our original investment," he explained.

**To learn more about M2Mx, visit [www.m2mx.com](http://www.m2mx.com). To submit a request by email, use [support@m2mx.com](mailto:support@m2mx.com) and include your contact information and a precise description of your request, or call M2Mx at +1.972.587.1615.**