

## 6 STEPS TO SOLD

# 1 Valuation - Do you know what your business is worth and what it will realistically sell for in timely matter? We determine the best way to value the business by looking at different methods, business specific-Balance sheet value, income approach and market approach are some of the best ways to determine the value.

#2 Confidentially - We have strict procedures in place so that your business is not harmed by premature disclosure about the sale by thoroughly vetting potential buyers financial capabilities, and what their true motives are.

#3 Business profile - this will contain all the information we need in order to gain interest in the business without identifying the business. The true 'facts' of the business. During our initial meeting we will discuss these items and compile the necessary information to create what is typically called "the Book."

#4 Marketing - There are many avenues viable for the exposure of your business opportunity to prospective buyers. There is no one method fits all. We use a combination of listing exchanges, newspaper, direct mail, trade journal, networking and telemarketing. Above all is the willingness of a broker to cooperate with other agents in the sale of your business. Yes, this means sharing the commission which ultimately expands your pool of buyers which will ultimately help sell the business.

# 5 Negotiation - I will guide the prospective buyer and their agents, if any, through the follow up in the preparation of the offer and the resulting negotiation to the written and firm agreement. We proceed in a timely manner, all the while preserving the integrity of your negotiating position to lock in the terms and price that is acceptable to you.

# 6 Escrow - Once an agreement has been signed, we schedule and help control the process from the agreement to the time when you

transfer possession and responsibility of the business and receive full consideration. During this critical time, deadlines must be met and conditions satisfied, along with the unexpected problems that are always possible.

Lastly, we can also help potential buyers find lending options that are available, when a business is a franchise we can help navigate the contracts and terms which are very lengthy and we have leasing knowledge which allows us to successfully navigate the assignments of lease, negotiations of new leases and the process of dealing with landlords.