

BUSINESS SELLER BUSINESS PLAN to sell your business!

We don't list businesses – we do more – we represent business sellers!

We understand that you have a choice when it comes to business brokers. But you only have one choice when it comes to quality representation of your business; of course, that being us. It's a life altering decision to sell and you deserve a broker who will always be looking out for your best interests.

Deciding to sell your business is an emotional decision. Once you think about selling then it is time to make the move – assuming all decision makers are on board with this decision. Once you decide that you want to sell then make the move. Marv Levy, the NFL Hall of Fame Coach once said that *"once a player thinks about retiring then he has already retired."* This statement by the former Buffalo Bills Head Coach and General Manager applies to business owners as well. Once you think about selling then you are already making an emotional move toward selling.

Our services are needed to protect the integrity of a business for sale transaction. Confidentiality is the KEY COMPONENT. We not only target and qualify new business buyers but we are also experts at taking the process from offer to close.

We are trained intermediaries experienced in the confidential sale of businesses for sale to qualified buyers. We represent and are compensated by the seller though some brokers do represent the buyer.

The EIGHT benefits to having us represent you...

1. Protect Confidentiality always
2. Qualified Buyer Processes
3. Financing Buyers through our large lender network
4. Our 200+ Connections to target virtually every buyer on the market
5. Our Expertise as we have been fully trained
6. Our 1-on-1 philosophy where we work together getting your business sold
7. Our selective representation as we only represent business we can sell
8. We do not charge ANY upfront fees rather we earn our commission

We represent the seller from buyer qualification through to the closing. The business owner can run his or her business while we manage the entire sales process. But don't take that as a negative because you are involved in every step of the process.

We are different – much different than traditional business brokers.

We don't list businesses rather we represent business owners.

Our unique philosophy is rooted in the fact that selling a business is a very emotional decision. From confidentiality to finding the right buyer, I understand the anxiety business owners wrestle with when considering selling. That's where I come in and represent your interests. I will never hang you out to dry nor will I push you aside.

- Our philosophy is all about developing a strong 1-on-1 relationship and team.
- After all who knows more about your business than you?
- We will work together on getting your business sold.

We are the expert at business seller representation from coaching you to targeting and finding qualified buyers. We are the expert at the processes necessary to transition qualified buyers into your business. And ONCE AGAIN, you will be an integral part of the processes.

No Fee Guarantee – We only get paid when you do – at closing!

We earn our fee by providing these duties below...

1. Determination of a Market Value for Listing
2. The listing
3. Buyer Marketing
4. Qualify Buyers
5. Get Qualified Buyers under Confidentiality
6. Full Disclosure to Qualified Buyers
7. The Tour with the Qualified Buyer the Business Broker and You
8. The Business Financial Review to the Qualified Buyer
9. Due Diligence - Getting Updated Info for Qualified Buyer
10. The Offer
11. Offer Negotiations
12. Accepted Offer
13. Due Diligence Making Sure All Contingencies Are Met
14. Due Diligence Making Sure Financing Is In Place
15. Other Due Diligence Making like Lease or Real Estate
15. The Closing and Dispersal of Funds

AND we are the only brokers who coach and prepare you with a coaching session after a listing agreement is signed and prior to you meeting business buyers...

1. We walk you through the process from buyer meeting to closing
2. We role play or review every question a buyer will have for you so you are ready

Here is what you DO NOT want to do...

1. Tell anyone that you are going to sell – confidentiality is of utmost importance

2. Change the business models or daily operations

Preparation is critical

It all starts with the fact that you should keep the business running as is and NEVER tell anyone that you are selling. Any hint or leak that you are selling could be catastrophic to the business and the businesses' future. Employees and customers are very good at noticing changes that may indicate a business is for sale. This will have a devastating result on the business.

Here is what need for the Business Market Valuation...

1. Up to 3 years of tax returns - including P&L statements if available
2. Value of equipment at current market value
3. Value of inventory at your cost (not retail)

NOTE: if you are unable to provide #1 above we have another service to help you.

We are going to value your business the same way that a lender will.

And we qualify all buyers the same way a lender will...

1. To actively find BUYERS and bring to COMPANY
2. To qualify BUYERS by monetary commitment
3. To qualify BUYERS by relevant experience
4. To qualify BUYERS by their basic credit standing
5. To obtain all necessary documentation to present to BUYER
6. To have all BUYERS sign a Non-Disclosure Agreement
7. To entertain BUYERS using any vehicle necessary to close the business for sale.
8. To arrange all necessary communications between BUYERS and business
9. To act as middleman between BUYERS and business
10. To perform any other act deemed necessary by BROKER to close business sale.

We find buyers instead of waiting on them...

1. Finding BUYERS through our buyers

2. Strategic yet CONFIDENTIAL distribution to our buyer pool
3. Strategic yet CONFIDENTIAL online local advertising of business
4. Strategic yet CONFIDENTIAL “cold call” campaign to other local business owners involving and introductory letter and follow up phone call.
5. Strategic enlistment of our networking sources
6. Increased BROKER advertising presence in Internet media

All marketing costs are paid for by BROKER in lieu of the contacted commission.

DOCUMENTATION DISCLOSURE

For your convenience, we have attached the various contracts and memorandums that may be used in your business for sale process. Not every document will apply and varies depending on business and business value. These are provided for your review and not for public distribution.

Please do not fill any of these out as they are for demonstrations purposes only

1. Basic Business Listing Agreement (between you and us)
2. Purchase Agreement (offer to purchase business from buyer)
3. Letter of Intent (a memorandum by buyer to purchase your business)
4. Business Buyer Qualification Form
5. Non-Disclosure Agreement (assures confidentiality)

As review – here is what we need to take the next step into the Business Valuation...

1. Up to 3 years of tax returns - including P&L statements if available
2. Value of equipment at current market value
3. Value of inventory at your cost (not retail)

NOTE: if you are unable to provide #1 above we have another service to help you.

We are going to value your business the same way that a lender will.

THANK YOU AND WE LOOK FORWARD TO WORKING WITH YOU!