



# SELLING YOUR BUSINESS

Explaining the Sunbelt way



# STEPS TO SELLING YOUR BUSINESS

## 1. INITIAL CONSULTATION

- Discuss your goals, objectives and motivation for selling your business
- Discuss the market and find out what Buyers are expecting

## 2. PROVIDE PRELIMINARY INFORMATION ABOUT YOUR BUSINESS

- Complete a short summary of your business to help analyse its current status (can be done over the phone)

## 3. DETAILED DISCUSSION OF BUSINESS

- Discuss benefits of Sunbelt Business Brokers representation and the process of selling a business
- Review the benefits and costs of a business appraisal
- Discuss information required to complete a valuation analysis

## 4. COMPLETE VALUATION OF YOUR BUSINESS

- Provide Sunbelt Business Brokers with required valuation information
- Agree a value that maximises your selling price and can be justified to the Buyer

## 5. DISCUSS VALUATION RESULTS - SIGN REPRESENTATION DOCUMENTS

- Agree on asking price for your business
- Review typical marketing plan
- Sign Exclusive Listing Agreement with Sunbelt Business Brokers
- Complete Business Analysis Questionnaire and prepare all other required documents for submission as soon as possible

## 6. COMPLETE BUSINESS SUMMARY

- Seller supplies crucial information about the business
- Sunbelt Business Brokers will develop a Confidential Business Profile for your business
- Review and sign off on the Business Profile and other marketing documents

## 7. IMPLEMENT MARKETING PROGRAMME

- Implement active marketing plan, including Internet and print advertising.

## 8. IDENTIFY AND MANAGE BUYERS - SHOW BUSINESS

- Prospect(s) complete Buyers profile, confidentiality agreement and net worth statement
- Prospect provided with basic business information
- Sunbelt Business Brokers organises a meeting and introduces potential buyers for your business

## 9. NEGOTIATE AN ACCEPTABLE OFFER

- Facilitate an agreed upon price between Buyer and Seller including earnest money deposit

## 10. COORDINATE BUYER DUE DILIGENCE

- Arrange for an in depth review of all financial operating results and confirmation of all balance sheet assets included in sale

## 11. MANAGE COMPLETION PROCESS

- Complete Heads of Terms and instruct legal advisers.
- Complete all lease assignments, title searches, franchise agreements and necessary sale & purchase documentation.
- Buyer and Seller sign documents, Seller receives payment and pays broker
- Seller trains Buyer in the operation of the business