



STEP BY STEP
From Listing to Completion



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1. Following inquiry, initial meetings are conducted by your Sunbelt Business Broker and the Seller is informed about the process of selling a business.
2. An Exclusive Listing Agreement is completed and signed by the business owner with the Broker. Immediately after signing the Listing Agreement, the Seller is required to provide the Broker with the information required to value and prepare the marketing material.

During the representation period, Seller will provide monthly updates of each document during the period of this agreement where any material change has occurred. The Seller consents to the Broker publishing, advertising or distributing information about the business to prospective purchasers and to co-operating Brokers, and contacting landlords and any others regarding any of the information about the business. Confidentiality is critical throughout the sale process.
3. Your Sunbelt Business Broker writes a summary on the business; the Listing Agreement is entered into the Sunbelt proprietary database, and a Business Profile is created. Your Broker will introduce the business to all of our other Brokers during weekly office meetings.
4. All other Brokers match the Seller's Business Data (SBD) against Buyers in their respective queues (Buyers who have previously been interviewed, signed a Confidentiality Agreement and filled out a detailed Buyer's Profile); The Broker plans an advertising and marketing strategy; and the SBD is added to web sites in such a manner so the general public cannot identify the business.
5. Buyers in the queue and buyers who have responded from the advertisements will have their backgrounds and finances evaluated to determine whether they are serious. If they are interested and have signed a confidentiality agreement, they will be shown a Business Profile. If further interest is shown, the Broker will arrange a meeting to introduce the Buyer and the Seller.
6. If a Buyer wants to make an offer at a fair price, the Broker will assist in writing the offer and secure a deposit.
7. The Broker will present all offers to the Seller in person.
8. Seller and Broker will review the offer and decide whether to accept it or counter the offer.
9. Once an offer is accepted, the Broker will arrange a Buyer/Seller meeting where the business is discussed in more detail, questions answered and a Confidential Business Profile will be given to the Buyer.
10. Due diligence starts once an offer is accepted and is facilitated by the Broker.
 - a. If the due diligence proves the business is as represented, the Buyer lifts the contingencies.
 - b. If the due diligence did not prove the business as represented, either the offer can be renegotiated or the offer will be cancelled & the Buyer's deposit will be returned.
 - c. Once both the Buyer and Seller have agreed to the Heads of Terms, the Broker will prepare to complete the transaction.
11. The Sunbelt Business Broker secures answers and/or provides the following to ensure a timely close:
 - a. Copy of the Heads of Terms
 - b. Copy of Seller's Disclosure Statement
 - c. Seller(s) name, address (other than Business address), vat number and company registration number (if a company).
 - d. Buyer(s) name, address (other than Business address), vat number and company registration number (if a company).
 - e. Secures the deposit from Buyer.
 - f. Initiates lease transfer - amount of monthly rental, security deposit, assignment, new lease, etc.
 - g. Estimates date for exchange and date for completion.
12. Broker in conjunction with Seller's professional advisers will determine how the purchase price be allocated:
 - a. Good will
 - b. Fixtures and equipment
 - c. Leasehold improvements
 - d. Covenant not to compete
 - e. Licenses where applicable
 - f. Furniture, Fixtures & Equipment
 - g. Stock
13. Seller's whole or partial net proceeds will be released upon completion, subject to all the above.