

Many entrepreneurs and business owners are good at selling...

They sell their company's products to customers, they sell their strategic vision to employees, they sell their ideas in the marketplace and they "sell themselves" by cultivating a reputation as a leader in their industry.

So why is it so hard for these same "sales experts" to sell the most valuable product of all: the business itself? The truth is, even the savviest of business owners tend to struggle when it comes time to sell their business. After spending years of all-consuming effort to create and grow the business, they find that the most difficult work is selling the business.

Why is selling a business so difficult for an owner operator? Why does this process so often become so much more costly, time-consuming and emotionally taxing than the owners anticipate?

Most business owners have never sold a business before? It's a first-time and often one-time experience. The trouble is, selling a business requires a different set of skills and temperament and this is why you will benefit by employing an experienced business broker.

Business brokers need the communication skills to competently converse with, accountants, solicitors, financiers, landlords, franchisors, business advisors and staff whilst working through a myriad of financials, leases, licenses, permits, franchise agreements, workplace agreements, equipment, stock, suppliers and contracts to name a few.

A broker will manage the sales process, assess the value of the business as well as take care of the preparation, marketing, qualifying buyers, negotiating and closing the deal. Selling a business can be a complex and emotional process. There are countless issues that can arise from marketing your business, valuing your business, negotiating the terms and price, structuring the transaction, understanding important legal and tax issues and maintaining your confidentiality.

For most business owners, selling a business represents the largest single business transaction of their lives. Getting it right can make the difference between years of financial independence and years of regrets, selling a business is most owners' single best chance to convert their years of work and investment into a large pile of cash. You don't want to sell yourself short.

In addition to the financial stakes, the sheer complexity of a business sale can be daunting to even the sharpest-minded business owner. Business brokers are aware



of these pitfalls and the issues that may arise in a business sale and are trained to deal with these to achieve the very best outcome possible.

Regardless of economic times good businesses will always sell if they are prepared, marketed and priced correctly. Despite what people are led to believe there are many buyers out there at the moment whom are forced to purchase a business due to relocating here, redundancy/unemployment or simply due to a lack of work in their chosen industry.

So if you are considering a change call a professional business broker to see what they can do for you.