



## **Considering Selling Your Business?**

### **Savvy's Goals**

Selling a business is an intricate process that involves fastidious preparation and planning, creative marketing and the skills and ability to deal with numerous obstacles throughout the hurdles along the way.

Some people in our industry liken it to herding cats, yet they believe herding cats is much easier!

Savvy Business Sales was created with one goal in mind which is to totally systemise the process for selling a business and to develop proven procedures and strategies, ensuring sellers achieve premium results with minimal fuss all within a realistic time frame.

With fifteen years local industry experience Rod Russell and the Savvy Team can now say they have achieved those goals. Our systems are based on the experience we have gained from local business sales worth approx \$200 Million. We will continue to learn, develop and adapt says Rod, however, our current systems and results are second to none.

### **How Will This Benefit You?**

We refuse to cut corners at Savvy Business Sales. So should you employ us to sell your business you can expect professional preparation and marketing, unquestionable ethics, and constant updates and communication including our 30, 60 and 90 day reviews.

More importantly, you have our commitment to doing everything possible to get you the very best result possible for your business.

### **What Happens From Here?**

First of all we need to be sure that we are all on the same page with regards to price and expectations. We offer an obligation free written appraisal on your business; this will also highlight our fees and charges.

Considering that is agreeable the next stage is giving us the Authority to Act as an Agent (Form PAMD 21a). This document is produced by the Queensland Government. It is illegal for us to act without this signed document in place.



Next we tackle the preparation. Typically a business Buyer will employ a Solicitor, Accountant and a Financier to assist the due diligence process prior to settlement. When we achieve a contract we need to be prepared for full disclosure regarding everything pertaining to your business.

A large part of our job is to get the business ready for sale, our preparation involves gathering all of the relevant information such as financials, the lease on the premises, any licence or franchise agreements, staff details and equipment lists etc. Once we have this information we summarise it and compile a highly detailed information memorandum.

During this process we get an intimate understanding of the business including the positives and negatives. It is best practice not to hide the negatives as Buyers will find out anyway and history shows it is best to be upfront.

When the preparation is completed we start looking for a buyer. Our marketing methods in print and on the World Wide Web produce exceptional results. We will discuss an in-depth strategy and try to target the buyers from the outset.

Once the buyers have been financially qualified and we feel they are suitable for the business we will arrange an inspection on site. Again we have proven strategies on how to do this effectively which will be discussed at the time.

You can rely on our expertise when it comes to the negotiation of price and the contract terms and conditions. We pride ourselves on achieving the highest price possible and the best conditions for you. We do not discuss contracts with Buyers until we feel they are ready to make that step. It is highly important that they have a strong understanding of what is involved in the business prior to entering into a contract; the last thing we want to hear is that a contact is terminated.

As mentioned a Buyer will call upon their advisors to assist a due diligence process prior to settlement. This stage of the sale requires a high level of expertise and communication skills. We often will have to deal with three Solicitors, two Accountants, two Financiers, Franchisors, the Landlord and the Buyers and Sellers at the same time.

So, why employ a Savvy Business Sales? Well you will get an award winning team of highly skilled professionals, that have the ability to mediate and communicate between all parties concerned. We have exceptional systems and our results in this industry speak for themselves

Savvy Business Sales.....Raising the standards in business sales!