

Should You Sell Your Business or Use A Business Broker

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When the time comes to sell, many business owners grapple with the question of whether to hire a business broker. To assist you in making an informed decision I offer the following information about the service I offer:

- 1. Perform Financial Analysis and Valuation:** I will produce an effective financial analysis of your business that shows an attractive and accurate picture of your earnings. I'll work with you and sometimes your accountant, to produce a cash flow analysis (Discretionary Earnings) that will clearly demonstrate the TRUE profitability of your business. The net income line on your tax return is for tax purposes only and does not reflect how much money your business actually makes. I will produce materials that PROVE to the buyer the real cash flow of your business.
- 2. Provide a Brokers Opinion of Value:** The Market Appraisal that I will prepare will use the financial analysis that will help you to arrive at a the best selling price for your business. One that is not too high that it scares the good buyers away and one that gets you a fair value for the business that you have invested so much in. My 'Broker's Opinion of Value' is produced at no cost to you.
- 3. Locate Qualified Buyers that will Compete for the Purchase of Your Business:** I will locate the best buyers for your business - those with the money, experience and desire, that will get a deal done! I will continuously advertise your business through various means such as internet advertising, email advertising and more - all at no cost to you. My goal is to interest as many good buyers simultaneously to the deal, which creates competition for your business and gets you the best possible price for your company. My database contains the contact information of over 7,000 buyers, all of whom directly contacted Wollermanns in the past regarding a business for sale opportunity. These are real buyers, not just purchased email addresses. I'll advertise your business on the most popular business-for-sale websites at my expense and I won't charge you anything for this service.
- 4. Produce Effective Marketing Materials:** I have been a business broker for over 12 years and know how to produce a professional Business Profile of your business that gets results! First impressions matter. Lots of care should be put into creating a Business Profile in order to gain interest from buyers. I want to INSPIRE buyers to take an interest in your business so they become motivated to look further into the opportunity and eventually make an offer. My marketing will show your business in a positive light and justify the asking sales price.
- 5. Maintain Confidentiality:** Rest assured that I will handle your business sale very confidentially. I will help you maintain your 'secret' by asking the buyers the right questions and setting up appropriate steps of delivering information. I will require that ALL buyers sign a Confidentiality Agreement before I provide them with information, I will not reveal who is for sale until I am sure that the buyer is financially qualified and will keep your sale plans confidential. I want to know about the buyer's financial ability to make a deal happen before

they learn who you are! I also want to confirm that the buyer is a serious and genuine candidate to acquire your business. I CARE about your confidentiality.

Effective and discreet management of your buyers will always be my first priority. I'll arrange meetings only when it can be done in such a manner that will prevent your employees from finding out that your business is for sale. The last thing you want is for an uncontrolled buyer to bother you at your business and potentially let your employees and customers know you are for sale. By controlling the actions of your buyer, I prevent them from becoming an annoyance to you and potentially causing a breach of confidentiality.

6. **Promote Your Business to the Buying Public in a Discreet and Confidential Manner:** I will promote your business continuously on the most well-known business-for-sale websites. I will also utilise direct email advertising to our database of over 7,000 buyers as well as my network of buyers advocates, finance and investment specialists . All at no charge to you. My success fee covers all expenses of advertising even though I charge you no up-front fees. I am confident in my ability to succeed so I provide this service to you for free.
7. **Act as Buffer Between You and the Buyer:** A very important function of a business brokers is to act as a buffer between you and the buyer. I'll assist in communicating the things that are said so that the needs of the parties are more effectively relayed to one another. A broker is able to have frank discussions with the seller acting as a voice of reason in the very emotional process of selling a business. I will help you to strategise the best way to handle the buyer negotiations over price and terms of a deal and I will communicate your requirements to the buyer in a productive manner that has a better chance of producing a positive result. I will also relay requirements and comments from the buyer to you in an honest and candid fashion and clarify how the differences in viewpoint can be ironed out effectively.
8. **Assist with Negotiation:** I will be representing YOU during the negotiation of price and terms of a deal. Being represented by an intermediary will give you a tremendous advantage in the necessary negotiating process. I am a highly experienced negotiator and can really help you through this important step in the sales process. I'll usually have a good idea about what the buyers are thinking, what their negotiating strategy is and can help you get to an acceptable price for your business. I negotiate deals almost every day and am very familiar with the best strategies to arrive at a successful conclusion.
9. **Let the Owner Focus on Running the Business:** I will manage the deal process for you. As the business owner, it is very important for you to continue focusing on the proper management of your business. If an owner doesn't have a competent broker running their transaction for them, they might get overly distracted by the details of marketing to buyers and pay less attention to running the business once the sale process begins, only to learn that it is taking longer than originally anticipated to sell. If the owner's lack of attention on running the business profitably causes business performance to suffer, and then a highly motivated buyer is located, negative news about how the business has been doing 'lately' can result in a lower valuation or worse, a lost buyer. Starting from my initial meeting with a buyer, to qualification, offer agreement, negotiations, removal of contingencies, purchase and sale agreement and finally the closing, I work the deal every step of the way, and at no additional cost to you. I get paid to succeed in the end so you can be sure that I will run your transaction effectively, leaving the management of your business to you!

10. **Assist Buyers in Obtaining Financing:** A very important step in most transactions is helping the buyer obtaining financing to complete the transaction, which helps you get the maximum amount of money at the closing. I work with several lenders that will want to support your buyer and get you your money.
11. **Draft Agreements:** I am experienced with the documents needed to make a deal for your business and will take care of the offer agreement and other important details, saving you time and money throughout the sale process. Creating agreements that are well organized that support the transaction really can add value to your transaction.
12. **Help Throughout the Deal:** It's always a rocky road to the closing! You can rest assured that I am thoroughly familiar with the pitfalls of a business sale and will deal with the lawyers and the accountants and put out all the fires along the way. I know how to solve the problems that will prevent a deal from moving forward. I am accustomed to the needs of the buyer, (which are just as important in order to close a deal), and I'll work to solve problems as they come up. To make a deal happen, both the seller AND the buyer need to feel like they are winners. I work very hard to obtain that result, usually with creative strategies that get the parties what they each need to finish the deal and get to the closing table.
13. **Manage the Due Diligence Process:** Once your business is under agreement the buyer will perform a thorough due diligence of the legal and financial aspects of your business. I will assist throughout this process by scheduling meetings and helping you provide requested documents. I will make sure that the needed information gets to the buyer in an effective way, in order to produce a positive outcome.
14. **Utilize Years of Brokerage Experience:** I have many years of experience selling businesses and know what to look for when dealing with the buyers and can sense when troubles in a deal might occur. Isn't it a relief knowing that there's someone working for you hand in hand and looking out for your best interests? I am thoroughly familiar with each step in the business sale process and will provide you with valuable counseling and advice every step of the way to the closing table.
15. **Act as Your Friend and Advisor:** I'll work with you as your advisor and confidant as we proceed together through the difficult business sale process. I am there for you! I am on your side!

I trust the above information will give you an appreciation of what I can do for you.

Please do not hesitate to contact me to discuss this matter further.

Regards,

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