

POSITIONING A BUSINESS FOR SALE

Some may think it is strange to consider the sale of a business as a business building strategy, yet for many business owners this can be the time of a big payoff for all their effort.

Over the years we have assisted with the sale or purchase of many businesses. When assisting a business owner our role is to maximize the sale price. Businesses typically sell based on either their track record or their perceived potential.

Business owners who can demonstrate the following will usually obtain a better price for their business:

- Documented systems and procedures
- A business utilizing key employees rather than reliant solely on the owner
- A solid customer base or a quality referral network where the sales are of a one-off nature
- An internet presence via a website and utilizing other media if appropriate e.g. facebook, google ads, twitter
- A strong trading performance
- Security of tenure (for leased premises) if the premises are critical to the business
- A marketing plan for the business to continue to develop
- A sound reason for the sale of business

There will be other factors that may be unique to a particular business. In our experience good planning prior to going into sales mode will always maximize the outcome.