

“To Get Your Price You MUST Take Control From The Beginning and Be Able to Defend It Until the End”

A Successful Strategy for Your Business

Phase I

Determine Business Value

- Gather all Financial Data and Material Facts
- Obtain an Independent Third Party Appraisal
 1. Allows You to Protect Your Hard Earned Value
 2. Leaves No Money on the Table
 3. **You Gain Control** of the Negotiations
 4. Allows a base for Financing

Phase II

Target Marketing Plan for Your Business

Who is a Prospective Buyer:

- Competitor
- Supplier
- Customer
- Related Businesses
- Someone looking for a change

How Will We Target:

- Trade magazines
- Investment Groups
- Mailers
- Internet
- Newspaper

Locate Possible Financing Sources

Phase III

The Screening Process

- Non-Disclosure Agreement... signature from prospective buyer
- Preliminary Profile
- Collect Financial Information... from prospective buyer
- Business Profile
- Master Profile

Phase IV

Negotiate the Terms and Price

- Letter of Intent / Purchase Agreement
- Counter Offer (72 Hour Rule)
- Offer Accepted with/with out Contingencies and Earnest Money Deposited
- Enter into Specific Purchase Agreement / Remove Contingencies
- Closing Documents
- Review Closing Documents
- Closing
- Receive Certified Funds... **CONGRATULATIONS!**