



9

WAYS TO

# SELL YOUR BUSINESS

FOR TOP DOLLAR

HOW TO MAXIMIZE  
YOUR CASH AT CLOSING  
SELLING BY OWNER

***BIZSALE***.com

# 9 Ways to Sell Your Business for Top Dollar:

## How to Maximize Your Cash at Closing Selling by Owner

Published by



Affiliated Business Consultants, Inc.

2864 S. Circle Dr., Ste. #540

Colorado Springs, CO 80906

**1-800-617-4204**

Office: (719) 540-2200

Fax: (719) 540-9666

Email: [info@bizsale.com](mailto:info@bizsale.com)

[www.BizSale.com](http://www.BizSale.com)

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Affiliated Business Consultants, Inc. (ABC) was incorporated in 1980 to serve the needs of small business owners.

We are an advertising and marketing company. We are a professional company in "The Business of Business" specializing in linking buyers and sellers.

Being one of the Nation's leading firms in our industry, we are best equipped to help you because of our years of experience, background and experience working with buyers nationally and internationally, and businesses of all sizes, types, prices and locations.

Our professional staff can substantially reduce your cost in both time and money, while providing convenience and confidentiality.

We keep all correspondence, conversations and information about you or your business strictly confidential. In today's competitive world, the services and company you choose to help you can spell the difference between failure and success. The professional services provided by ABC are far reaching and span today's ever-increasing demand for virtual marketing and high-tech advertising.

ABC is an advertising company and not real estate agents, salesmen, or brokers, and will not be requested to act as such. ABC has the talent and experience to help you achieve your goal of selling your business.

## SECTION ONE: Welcome

So, you're thinking of selling your business. The thought of selling can be both exciting and scary at the same time.

**What's exciting** is... how your life can improve once you're free from all the responsibilities and obligations that come from successful business ownership. **What's scary** is... all the uncertainty.



### Common questions you may have:

- Is now a good time to sell?
- What's my business worth?
- Where will I find my buyer?
- How do I keep my plans quiet?
- How long will it take?
- When is a good time to start?
- What kind of help must I get?

We understand. We've been helping business owners find buyers since 1980. [Bizsale.com](http://Bizsale.com) is the oldest online "for sale by owner" business directory in the nation. We've helped over 13,000 sellers find buyers, handling nearly \$4 billion dollars' worth of business.

Our goal with this report is to share some of what we've learned over the decades. We want to help you **get on the path** to successfully selling your business, for the most money in your pocket, in the shortest period of time possible.

Any time you decide you'd like to explore getting our help, please don't hesitate to call our office and speak to a knowledgeable consultant. We'll be glad to get you answers to any of your questions that are not answered in this brief report. **Now let's roll!**







We would like to take the time and thank Jim and the entire crew at ABC for providing all the hard work and dedication in making our dream possible. We are very appreciative on how ABC handled our listing and service that they all conducted to make the sale of our business possible. When the time of our impatience ran rampant, Jim and the crew at ABC were there on the end of the phone or email to reassure us that it will happen. Thank you so much Jim and all the hard-working people with ABC. When we get to Florida, we will be sending you pictures.

Scott & Shara M.

This is our letter to thank you and your company for marketing our small business. The potential buyer saw the ad on the web site within 3 months, contact was made and closed within 6 months, in spite of 9/11 disaster. Thank you again for your part in making it happen

Nina Jo M.

# 1

## Ask for Top Dollar



If you want something, ask for it. You may never get it -- unless you ask.

Back in the day, Trump once got an unprecedented 40-year tax abatement from the city to rebuild a crumbling hotel at Grand Central Station.

During an interview, he said someone asked him, "How come you got 40 years?"

He replied, "Because I didn't ask for 50."

Before you can ask anyone to pay top dollar for your business you need to know what top dollar is, right?

Compared to selling a car or home, determining the value of your business can be a daunting task without expert guidance.

Not only is every business unique, but the reasons why a buyer might want to own your business can vary widely as well.



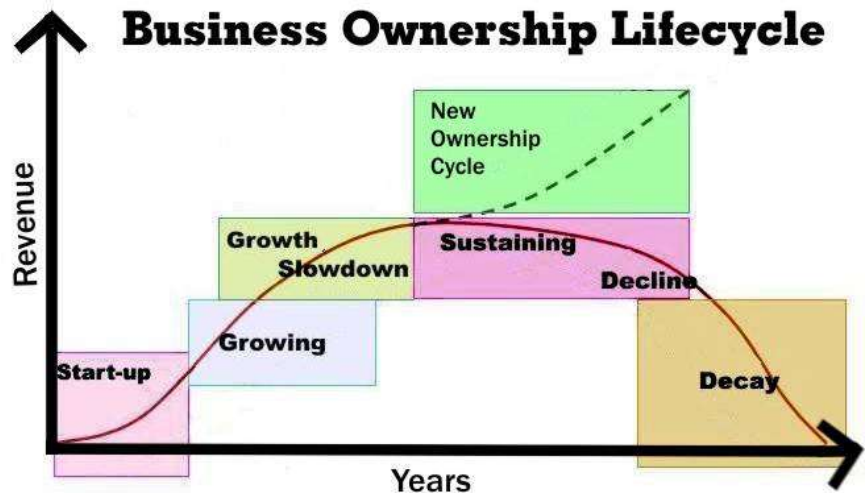
I wish to thank you for assisting me with the sale of my business. The economy in many rural areas of the country has made it difficult to market a business. With your help, however, I was able to find a buyer for my supermarket. The professional package that you put together to help with the sale was definitely one of the determining factors in persuading the buyer to eventually commit to the purchase. Thank you for a job very well done.

Warren B.

Thank you very much for advertising our business. We were extremely pleased with the number of requests you had for our portfolio. Our buyers would not have found us without your help. Again, Thank You Very Much!! We will now be able to retire and enjoy our winters at our home in Florida and our summers at our home in Michigan.

Bob and Peggy W.

In fact, even a business that has begun to deteriorate can be a super attractive investment as long as all the other benefits and future potential are effectively communicated to the right buyers. Most professional valuation methods suggest a value



range. Learning what your business is worth is critical if you want to avoid leaving money on the table... that should be yours.

Find out what price range would be feasible. It can be based on “rules of thumb” for your industry, best comparable sales and input from an advisor experienced in doing “market” valuations.

Assuming you have ample time plus a good marketing plan, set your asking price at high end of the range.

Methods for confirming what your business is worth are included in Section 2.

# 2

## Don't Be in a Rush



There are only two times when you can sell a business. First is when you **want**. Second is when you **must**.

If you're under pressure to sell your business, you might wind up having to take the first offer that walks through the door. This could be better than closing your doors if you ever run out of time.

Of course, you can avoid this. Get your business on the market sooner rather than later.

You never know when something or someone will put you in the position where you "have to" sell. Selling when you "want to" will help get you the maximum value for your business.

In Section 2 we'll help you decide if now is the best time to get on the market, as well as how long it takes for a small business to sell, successfully.

**Short answer:** Get on the market as soon as possible so you have as much time as you need to get top dollar.



Your company did a great job preparing advertising for us and did send us contacts for possible buyers. We appreciate that and would recommend your company to others.

Eva W.

I would like to take this opportunity to thank ABC for your successful effort, we sold our business.

Jim J.

I want to thank you for your help in this matter. Jim Christopherson did an outstanding job with his visit and evaluation of the business. He is solely responsible for our deciding to use your firm to help us. Please pass along my thanks to him. All of the other folks we visited with over the time we haven't been selling also did an outstanding job. Andy, you have established a wonder business and service to other business owners. Thank you so much.

Ronald B.





We want to thank ABC for doing a very professional job. We as sellers were very pleased with all facets of ABC's involvement.

Lloyd & Wyllo B.

It was a pleasure doing business with your company, ABC. All the individuals involved were very courteous and professional. The leads you sent were great and we were able to complete the selling of our pharmacy in less than 7 months from our first contact with your company.

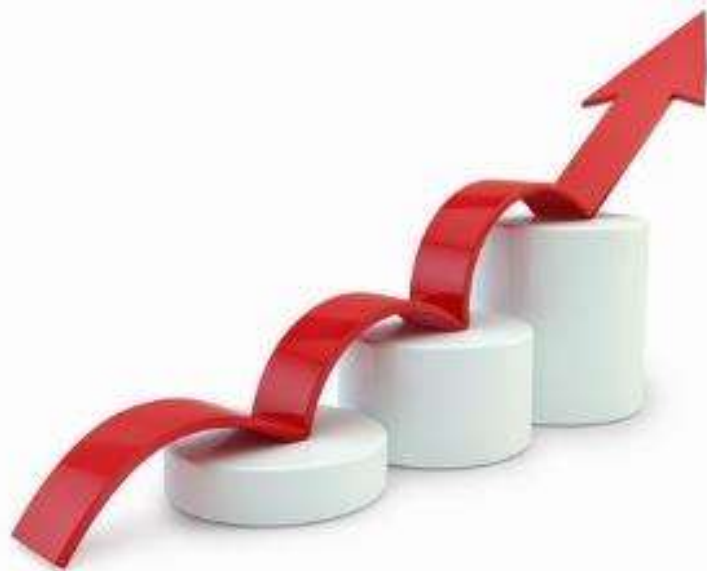
George S.

I would like to take this opportunity to thank you for assisting us. The packets of information you sent us were most helpful. We honestly never realized the wealth of information you would send and the exceptional advertising you would do. Thank You For A Job Well Done

Tom and Arlene B.

# 3

## Showcase the True Value and Untapped Potential



As with selling anything, the more you can demonstrate, document and communicate the benefits of what you are selling, the more it will sell for.

This is even more crucial when selling your business.

How much you are rewarded for all your blood, sweat and tears may wind up being **one of the biggest paychecks of your life.**

It is easy to assume buyers already know all the great reasons for cashing you out. Don't assume that. It won't help you get top dollar. You have to "show them the money."

And... the value of your business to a buyer can be more personal than financial. It can go above and beyond just "the money."

It might be new things that can be done -- that you are not doing, or no longer doing. Or it might be the years of time they can save buying your existing operation

versus starting one from scratch.

And the list goes on.

Having dealt with buyers and sellers of all sizes, types and locations nationwide, we know how to uncover and promote the unique benefits of your business.

This includes opportunities to a buyer you never thought about.

Start thinking of all the reasons why someone should own your business. Make a list. The longer the better.

No one knows more about your business than you do. If you ever decide you want professional help on this, then seek it out.

There are two things most business sellers want a buyer to pay for. First, is the current value. Second, is the future value.

Current value of a business is based on 1) the fair market value of the assets that are included with the sale plus, 2) the net cash flow these assets generate for you as the owner.

In Section 2 of this report you'll discover how to get paid for the full value of your business assets and learn how to prove the REAL net cash flow your buyer can enjoy.



I just want to let you know how happy we are with our new business. We recently relocated the business from Wisconsin to Iowa. We had been looking for quite some time for another business to add to our existing one. With your help we were able to find one that fit our needs. I must say again, I have dealt with many other companies and A.B.C. is by far the most professional, organized and polite outfit I've dealt with.

Bob G.

I would like to let the personnel at Affiliated Business Consultants know that they did a great job in helping us advertise our business. The buyer came from Baltimore, Maryland to buy our business in Oklahoma. Again, I want to thank your firm for helping us advertise on the Internet and for finding buyers. I would refer your firm to others that would like to sell an existing business.

Helen S. & Larry W.



# 4

## More Cash Flow Now to Multiply Cash Collected Later



Another way to get top dollar is make your business more marketable, or more profitable, or more whatever.

However, there's nothing you must DO to your business to sell it now at a FAIR market price -- except get it on the market at a fair market price.

From our experience, most sellers are not interested in increasing the value of their business before selling it. Sometimes these owners have even let revenues slide a bit (since they have one foot out the door).

Business brokers regularly instruct sellers on what they must do before they market their business. That's fine -- if that is what YOU want to do.

But usually it's not necessary. Or maybe it is necessary but that's because unless you get a certain price, you're fine keeping it.

One way (among many) buyers value a business is based on a multiple of annual net profits. Typically, 2 to 5 times cash flow.



Since we indicated to you that we were interested in selling the business we have received the names of several prospective buyers, one whom has become the purchaser of the business. I wish to thank you for the leads and the professional manner in which you have handled the responsibility of informing us of prospective buyers.

Denton R.

WE HAVE SOLD OUR BUSINESS!!! You have sent us several names and we appreciate your service.

Jeraldine P.

We want you to know that we are very satisfied with what you did for us. We know your method works because of the number of inquiries we received. We would recommend you to anyone else who would need your service.

Joseph L.



Thank you very much for your services! Your services provided a buyer for our business that we would not have found any other way.

Dennis A.

We'd like to thank ABC and its untiring staff for their support and patience which helped us realize the best buyer for our business without imposed time constraints that might not have brought the sale to a successful conclusion. It must be said that the success of any business can be measured by its help and the insightfulness of management to have key people like Bill Kempke representing ABC. Thank you to Andy Anderson and Bill Kempke...well done.

Michael & Cherry G

We want to thank you again for the wonderful job you did and we highly recommend you and your company.

George C.

So, say your net profit is \$100,000. A good marketable price might be between \$200,000 and \$500,000.

Now that's a huge range, because different industries use different rules of thumb. So, you can't only rely on a cash flow multiplier.

With that said, here's what happens if you increased your annual net profit by \$10,000:

First, you get to enjoy the extra \$10,000 in income now. On top of that, you can ask for an extra \$20,000-\$50,000 from your buyer.

It's up to you. Sell "as is" or... increase your cash flow to get a higher selling price.

**Case study:** A client had us market their business with an asking price of \$2.6 million. That's what the seller wanted, and we agreed it was feasible. However, our client continued to improve the business while it was on the market. The buyer we found wound up paying \$3.2 million.

That means (if you want) you can "fix the bicycle while you ride it."

If you're not sure if your business is marketable as is, give us a call for a free consultation.

Timing is so important. Make sure no one persuades you to delay your plans to sell unnecessarily.



Thank you very much for finding a buyer for my business so quickly. I know of some people who have had their businesses for sale for several years and are still waiting for the right person to come along. With the help of your organization, we found a buyer Fifteen hundred miles away. Your system Works!

Paul F. M.

Just a note to thank you for your professional help and expertise in helping me selling my company. I couldn't have done it without your help.

Royce M.

I want to thank all of you for your services. You handled everything very professionally from the original contact through your salesman until the closing of the sale.

Leo J.

## 5

# Maximize Market Exposure to Maximize Your Sales Price



Business sellers and brokers usually rely on finding a **local buyer**. But 80% of all small business sold are to buyers outside the local market.

So, you might miss 4 out of 5 good buyers unless you cast a wider net.

Are you aware that most buyers are willing to relocate (or want to relocate) in order to buy the right business opportunity?

Plan on promoting the sale of your business with extensive national exposure to get top dollar.

Do you want to entertain offers from just one buyer... or many? One buyer means one price. With multiple buyers you can more likely net a higher price, right?

**Cast your net far and wide.**

Section 2 of this report will help you identify who you can seek help from on this and how to get maximum exposure while maintaining confidentiality.



# 6

## Get the Best Price by Finding the Best Buyer



Since there is no “perfect” buyer then you must settle for the “best” buyer.

What characteristics are important to you in a buyer?

A few sellers we meet with tell us they don’t care who buys their business if they got a big bag of cash. But that’s not the norm.

Most sellers want the next owner to protect their customers, staff, community and the reputation they have built.

Matching your opportunity with the best matched buyers can also help you sell for more money.

We think you should get to choose who you want to sell to. So, the marketing and advertising services we have developed since 1980 are designed with that in mind.



Please accept my thanks for all your hard work concerning the sale of our business. Without the use of your services, I'm sure we never would've found a buyer.

JD and Candace M.

We have been very pleased with your presentation of our business, the response that we have received, and have highly recommended your company and will continue to do so.

Robert and Annette T.

Thank you for your fine service in getting my business sold. This was accomplished in a relatively short time (a little over Two months).

Gil C.

Thank you for your assistance in selling my business. I was very impressed with the speed.

Mrs. Betty L. S.



Brokers typically operate on an exclusive contract. They want to have the exclusive right to handle the sale of your business if it sells during their listing period. Usually 6 to 12 months.

They want to get paid a commission if your business sells, whether the buyer came from their efforts or yours.

The downside is, if they don't have the ability to generate multiple buyers to choose from, it's possible for them to push you into accepting an offer when their agreement gets close to expiring.

You risk not getting the best price, or not selling to the best buyer -- in your eyes. Really not their fault. It's just the nature of the brokerage model.

Our program is non-exclusive and guaranteed. We market and advertise your business and provide consulting support every step of the way.

We know it's very important that you get to pick who you want to sell to, no matter how long it takes. Our system for finding the best matched buyer for you and your business is discussed in Section 2.



I would like to inform you that everything is running rather smoothly, and we are on our way to successfully operating our very own business. Also, I would like to thank you personally for being such a help in the purchase of this business and for being there when we needed you. We were so green at the process of purchasing, but with your help we were able to put the deal together. It was a pleasure working with you.

Darryl B.

I would like to recommend Affiliated Business Consultants of Colorado Springs, Colorado, to anyone who plans to either buy or sell a business. Recently I purchased a business with their help. I cannot say enough about the valuable assistance they were to me and am sure the deal would never have been finalized without them.

Lou S.



We would like to take the opportunity to thank you for all of the assistance in selling our business. The professionalism of your company was outstanding. Our business sold within six months.

Cynthia P.

I would like to express my appreciation to you and your company for all your help and support. The business was unique. It was very difficult for me to find a buyer after my husband had passed away. I do not know if I would have been able to find a buyer without your professional help and support.

Blazena C.

I consider myself lucky, as I reflect on the present national economy. Your service was great. It produced a buyer. Thank you ever so much!

Arnulfo D. T.

# 7

## Maintain Confidentiality to Protect Your Equity



The more “right” people who know your business is for sale, the more it will sell for.

The more “wrong” people who know it is for sale, the less it will sell for.

Who are the right people? Basically, that would be financially qualified buyers who are actively looking for your type of business and in your part of the country.

Who are the wrong people? Except for those active buyers and a few key professionals who help get your business sold, everyone else.

What could happen if your staff, customers, suppliers or local community know you are selling? Usually nothing good.

Your employees and contractors might start looking to work for someone else because they don't know if they will be needed or wanted by the next owner.





Customers might start going to your competitors. Rumors might circulate around town as to why you are selling. And curiosity seekers will approach you, wasting your time.

Being discreet is a key factor at selling for top dollar. This is a common challenge for business sellers.

Should you decide to market and sell your business on your own, without professional help, then here are a few things to do:

1. Use blind “teaser” ads without disclosing your business name, city or any other details that could reveal which business you’re wanting to sell.
2. When someone asks for more details have them prove they have the financial capacity to buy your business and insist they sign a non-disclosure agreement (NDA)
3. About 9 out of 10 inquiries won’t jump through your hoops. That is a good thing.



Every step of our “for sale by owner” services is designed to maintain confidentiality.

If you ever get a chance to meet with us, we’ll show you EXACTLY how we do that. Our competitors would love to know our methods. So, we’ll save it until we’re face to face.



# 8

## Sell to the Non-Obvious Buyer



Let say you were selling a motel.

A business broker might contact all the local motel owners to see if they are interested in buying yours.

Then they might market your motel to buyers only looking for motels. Makes sense, right?

From our experience, many good, financially qualified buyers who are actively looking to buy a business will consider several different types of businesses, as well as different states.

We have an active database of serious buyers. They must register and sign an NDA. They tell us what types of businesses they want, the price range and the areas.

We know what they want, where they want it and how much they can spend.

For our motel example, let's say our buyer said they're interested in ice cream shops, flooring businesses and campgrounds.



I would like to thank your firm for its assistance in my quest to purchase a company. Your firm offered a professional presentation of the facts and was always willing to secure the added information I requested. Again, thank you and best wishes for continued success

Charles F. J.

Just a quick note to let you know that ABC has been a pleasure to work with in the sale of my business. Both you Jim, and Paul Parker have been great. When I stopped by the office to discuss my needs everyone was very polite, and most of all very professional. I especially thought your help in keeping in touch and moving things closer and closer toward a successful sale were very helpful in leading to a successful closing. Thanks for all your help. You are a great and patient supporter. I would use ABC again if the opportunity presents itself. Sincerely,

Joe S.



Tom had talked to Affiliated many times over the years. He thought they were very professional and not pushy about selling it. Affiliated did a remarkable job of highlighting the city of Yankton and the surrounding area. Telling all of the great reasons to live and work in SD and especially Yankton. They took great pictures of our shop and did a wonderful story about our business. Over the year and a half, we had people from Wyoming, Florida, Nebraska, Minnesota and South Dakota. We had a good offer come in this summer and decided it was time to get serious. Affiliated helped in getting the people moving again, when we thought things had died. We both want to thank Affiliated for helping us through the process and for finding us the potential buyers. I would recommend them to any small business who wants to sell. It was great keeping it quiet in the community until the sale was final. Thank you Affiliated!

Tom & Sharon C.

If your motel matched their criteria for **price** and **location**, then we might call them about your motel because campgrounds fall in the **hospitality industry**.

Another way we find “covert” buyers is by contacting current business owners to see if they are interested in selling.

Some owners are interested in selling, yet some are interested in relocating or buying another business.

No one else knows about these stealth buyers. It’s unique to our system.

In Section 2 you’ll learn more on how we can help you with this.

The non-obvious buyer is more likely to pay top dollar.







We asked for assistance in finding a buyer for a division of our company. In our opinions and experience, we felt they handled the entire sale, concept and method with extreme professionalism, confidentiality and self-assurance that the task would be accomplished. Their techniques, diligence and motivation produced buyers and not curiosity seekers.

Roy R. H.

I can't thank you enough for all the help you gave me selling my business. Never having sold a business I had so many questions. The advice I received proved to be invaluable. I could not have done it without you.

Cori L.

I have enjoyed working with your staff and you should feel free to use me as a reference anytime. Thank you again for your assistance.

John B.

# 9

## Take Courageous Action in the Face of Uncertainty



There is no perfect time. There is no perfect asking price. There is no perfect buyer. And there is no perfect exit plan.

But once you decide you want to sell your business you need to research your options and choose a path.

You want to get on the market sooner than later.

Next, in Section 2, we'll examine pros and cons of common paths you might take and various options for finding a buyer.

## SECTION TWO:

# How to Sell for Top Dollar without a Broker



In this section we'll answer common questions and explain how we might be able to help you get your business sold.

Every “for sale by owner” business in our directory at [Bizsale.com](https://www.bizsale.com) has been fully verified during an onsite strategy session and Business Briefing with one of our experienced field consultants.

These half-day meetings with the owners allow us to verify operations, examine financials and prepare a marketing and exit plan that's in alignment with the owner's goals.

Call our office to see if your business would qualify for a meeting like this. There's no cost or obligation to schedule one.

## What's your business worth?

There are 3 ways we can help you determine if your asking price is feasible. The **FIRST** is free and requires an onsite Business Briefing. Helping you confirm your asking price is part of that process.

**SECOND** is a Market Research Report included as part of our “Bizsale Direct” package. It's helpful for owners we cannot accept into our system because it's not a good fit for both of us. It allows you to determine a feasible price range for your business based on industry rules of thumb.

**THIRD** is our Business Valuation service. Most of the sellers we meet with do not require a full-blown Business Valuation report to feel comfortable about their asking price. However, sometimes it makes complete sense to get one. Information is available at <https://www.bizsale.com/sell-a-business/evaluate-a-business>



## How long does it take to sell a small business?

Any business can sell. And any business can sell quickly. Really?

Just post a sign on the road offering your business for sale... at half its real value... and offer to finance the purchase yourself... with little or no money down.



**Obviously**, if you were willing to do that, you wouldn't be reading this report.

**And**, you can't afford to do that.

Business brokers usually say it takes 8 to 12 months. This is influenced by the fact that they usually instruct you on where you need to price your business at before they accept it as a listing. If they can control your asking price, they can ensure it sells within their listing period. Not uncommon. Kind of standard. But see some of the risk?

Our experience is it takes between 6 and 18 months. We do not tell you what to ask, but if your price seems unrealistic, we explain why we think that. If you have no idea what to ask, we help you look at your business the way a buyer might. When needed, we can order a Business Valuation.

## When is the best time to sell?



The best time to sell is when you want to, not when you have to. If you're ready to enjoy the benefits of successfully cashing out of your business, get it on the market.

In other words: As soon as possible.



# How can you get the most value when selling?

Some businesses don't sell. The owners (or family members) close the doors and liquidate all the assets. This happens way too often. Don't let it happen to you.

**There's value in your tangible assets.** Mainly real estate, equipment, fixtures, furnishings and inventory. The way to sell them at fullest value is to a buyer who wants to own your business. Absent of that, you'll typically get a lot less.



**There's value in your cash flow.** You have existing customers, ongoing sales, name recognition and growth potential. The value of these assets is reflected in your cash flow.

Regardless of what you report on your taxes, you're probably benefiting much more than your taxable profit. Nothing wrong with taking legitimate write-offs that benefit you, as the owner.

We "recast" your financials to reveal the TRUE net cash flow available to the next owner. Sometimes our clients discover their business is worth more than they thought.



When we meet with sellers who decide they want us to market their business for them, we conduct an interview which helps us identify, uncover and confirm the opportunities for growing sales and profits. That way we can showcase them throughout all our marketing and advertising efforts.

# Who can help you get your business sold?

Whether you hire a professional company to help you, or try and do it all yourself, we recommend you enlist help from your accountant and attorney prior to accepting an offer.

Next you need some type of professional organization to find buyers, qualify them and follow-up. Common options are a real estate broker, business broker or business advisor.

We suggest you explore the possibility of hiring us as your business advisor. When you do, you essentially get to sell your business on autopilot. All while saving time and money. We'll handle just about everything you want taken off your plate, so you can focus on running your business... until you go to closing.



# Where can you find qualified buyers?

We advertise in major newspapers, smaller papers, national publications and business publications. We advertise in all the major online “businesses for sale” directories. Also, our Research Department uncovers covert or non-obvious buyers.

With our combination of both offline and online advertising, we believe no other service can offer wider nationwide exposure than ours.



With our background and years of experience, we've developed and maintain a vast database of active, financially qualified buyers. Unlike most other companies, the only businesses we promote to our registered buyers are those of our clients.

That's a huge benefit to you.

## Who is most likely to accept your price & conditions?

We have set the industry standard for matching buyers with sellers. We developed our Instant Precision Matching software in the 1980's. To date we have invested over \$500,000 to develop, maintain and improve this computer matching system.



We'll be happy to show you how we use it to match buyers and sellers during your onsite Business briefing. Bottom Line: It helps us comb our active buyer database to find the very best buyers for you and it prevents you from wasting time and energy dealing with mismatched buyers.

We don't think you should ever take an offer that you're not happy with. With the right marketing and exit plan, you can avoid falling into this trap.

## What's next?

Are you intrigued or excited about selling your business? If not, save this report with your important business paperwork for later reference. Otherwise, we invite you to...

Give our office a call or return the enclosed **Free Consultation Request** form.

Let us answer your questions and see if you qualify for a free onsite Business Briefing. During this informative, half-day in-person strategy session we'll help you define your goals, confirm your asking price, create your exit plan and recommend which of our professional service options might best fit your situation and needs.

**Call us at 1-800-617-4204 today!**

Or email us at [info@bizsale.com](mailto:info@bizsale.com)





# Free Consultation Request

Call us today or return this **CONFIDENTIAL** request form to schedule a free onsite Business Briefing and strategy session...

We'll call you to arrange for an experienced consultant to visit with you, review your financials, uncover hidden value in your business, help you confirm your price, explain our system for finding buyers, demonstrate how you can have it "done for you" and explore your various options for selling successfully. There's no obligation. Find out if your business qualifies and learn how Bizsale can help you turn your business into cash.

## Contact Info

First Name \_\_\_\_\_

Last Name \_\_\_\_\_

Business \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City & State \_\_\_\_\_

Zip Code \_\_\_\_\_

Email \_\_\_\_\_

Best Phone \_\_\_\_\_

Other Phone \_\_\_\_\_

Best Times of Day \_\_\_\_\_

Best Days of Week \_\_\_\_\_

## Business Details *Optional*

Website \_\_\_\_\_

Bus Industry/Type \_\_\_\_\_

Annual Sales \_\_\_\_\_

Year Business Started \_\_\_\_\_

Year Current Ownership Started \_\_\_\_\_

No of Employees \_\_\_\_\_

Hours Owners Work Each Week \_\_\_\_\_

Comments \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## What are your top reasons for selling your business?

*Optional*

### Retirement

- Free up time
- Relax more
- Travel more
- Be more conservative
- Reduce obligations
- Reduce responsibilities

### Health

- Work less
- Age
- Disability or inability
- Lack of energy

### New Lifestyle

- Time for a change
- Change of priorities
- Focus on hobbies
- Do something else
- Goals achieved
- Family obligations
- Burned out
- Loss of drive or passion
- Boredom

### New Opportunities

- Fresh start
- Start next career
- Build other business
- Relocate

### Cashing Out Equity

- Fund retirement
- Increase savings
- Diversify net worth
- Pay off debts
- Find a partner
- Dissolve a partnership

### Changes in the Market

- Technology changes
- Harder to compete
- Sales have peaked
- Uncertain future

## Preferred timeframe to be SOLD

- Within 4 years
- Within 2 years
- Within one year
- Uncertain

## To request a FREE onsite Business Briefing and strategy session, or ask questions:

Call: **1-800-617-4204**

Or return this form by email, fax, mail:

Email: **info@bizsale.com**

Fax: **(719) 540-9666**

Mail:

**Bizsale**  
**2864 S Circle Dr Ste 540**  
**Colorado Springs CO 80906**

Or submit your request online at:

**www.BizSale.com/learnmore**

Completing the online form will also give you immediate access to:

- ✓ **Free Video** (5 mins) on "How to Get More for Your Business"
- ✓ **Free Video** (4 mins) on "What is the Value of Your Business?"
- ✓ **Free Downloadable Guide** on "5 Things You Need to Know to Sell Your Business for Maximum Profit"

**BIZSALE.com**

As Seen In



Call us at **1-800-617-4204**