

7 Step Business Selling Process

How we Market and Sell Your Business
by
Quick and Associates

Step 1 – Initial Meeting

- Introductions
- Provide a Professional Presentation
- Review Business Financials
- Discuss Business Valuation options
- Review Business Information Organizer (BIO)
- Listing Agreement, Retainer, Commission

Step 2 – Business Valuation

- Provide a Professional Sample B-Val book
- *Strategic* Valuation pinpoints a price *range*
- *Summary* Valuation targets a *fixed* price
- Justifies price to potential buyers & banks
- Maximizes value on your *intangible* assets
- Provide BIO to be completed for Business Valuation Co.

Step 3 – Marketing your Business

- Prepare a **Confidential Memorandum** for your Business
 - **Business Information Organizer** includes financial information, management structure, company operations, etc.
- Prepare a **Business Profile** for prospects
 - Describes but does not identify business
- Create and place **Ads**
- **Networking** with fellow Business Brokers
- 200 Private Equity Groups
- Seller provides potential competitor targets (if applicable)

Step 4 – Qualifying Buyers

- Pre-qualify prospective buyers
 - All buyers are required to sign Confidentiality Agreement (NDA) and complete a Buyer Profile
 - Once qualified, they receive specific confidential information & your website
- Only serious qualified buyers will be presented to you via conference call or face to face meeting

Step 5 – Meeting with Buyers

- Coordinate, schedule & attend all meetings with Sellers and Buyers to discuss the Business.
- First meeting allows you to become acquainted with Buyers
- Buyers are instructed to ask any questions they may have of you except price/terms—all Letters of Intent or Offers to Purchase will come to you in writing through Brokers.

Step 6 – Due Diligence

- Once LOI or OTP is accepted, Brokers will coordinate the due diligence process with the Buyer, CPA & Attorneys
- Be prepared for more detailed questions during due diligence as well as requests for specific documents
- Due diligence ends, Asset Purchase Agreement is created & good faith deposit is made to Broker
- Brokers will act as liaison between Seller & Buyer's attorneys until APA is executed and deposit is in Broker's Escrow Account

Step 7 - Closing

- Closing normally takes place at Seller's Attorney Office
- Signatures and appropriate legal documents are submitted & recorded as required by Attorneys
- Business Brokers commission is paid at closing & Broker Closing Statement is signed off on by Seller & Buyer.
- **Celebrate!!**

RECAP Of the 7 Steps

1. Initial meeting
2. Business Valuation
3. Marketing your business
4. Qualifying Buyers
5. Meeting with Buyers
6. Due Diligence
7. Closing

Contact QUICK AND ASSOCIATES today to get the process started!

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Audie Quick BIO

Audie Quick has spent her entire career in the Service Industry.

- Initially spent 8 years as a **District Manager for ARCO** working both with company operated stores & franchisees.
- Followed by 5 years as a **District Manager with Living Well Fitness** (a national health club chain).
- Along the way, Audie has **owned** a number of service businesses.
- During her **12 years with Business Broker Network (BBN)**, Audie was consistently ranked in the **top 5%** out of the 475+ BBN national affiliates.
- Served 4 years on the **Board of Directors** for the New England Business Brokers Association www.nebba.com
- Has appeared in Massachusetts **publicly speaking** to fellow business brokers on the topic of Successful Business Brokerage
- Featured guest on the **TV show** called "Money Sense" discussing the business brokerage industry for the entire 30 minute show.
- Has been **interviewed and quoted** for BOSTON BUSINESS JOURNAL articles.

Audie will share with you her **many resources** in the financial, escrow attorney & accounting arena as well as her expertise in the service industry & brokerage in general to help you effectively position your business to sell for market value, bring qualified buyers and ensure a smooth transfer of ownership while educating you and the buyers during the process. Many have relied on her **integrity, work ethic & expedience** and her years of solid experience, knowing it will result in a proven, successful process of valuing & selling your business.

LETTERS OF RECOMMENDATION AVAILABLE UPON REQUEST



Audie Quick, CBB, BTS, FRS, MA R.E. Broker

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