



## Did you know?

Thorough preparation **before** sale can net you thousands of \$\$'s more for your business.

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Most people wouldn't consider listing their home for sale without at least some preparatory work. In the majority of cases some significant sprucing up or "spring cleaning" is required in order to present the property in its best possible light.

However, a surprising number of people do not appreciate that when they sell their businesses they need to go through a similar preparation process and that in most cases this takes some time and effort. This time and effort is usually handsomely rewarded in terms not only of a better sale price but a much quicker and smoother sales process.

### Let us assist you by preparing YOU for the sale

We can provide you with the assistance necessary so that you have everything ready to go, all of the tools and resources needed to prepare your business for sale thus taking much of the worry and stress out of the process. Take the guesswork out of things with our tailor made report giving you the step by step processes needed to obtain the maximum possible sale price for your business.

We can provide a simple to follow checklist that covers all areas from your personal expectations through to branding issues, employee and marketing strategies – thus ensuring that you go to market with the best chances of a successful sale.

### So – how does this work?

Our full report generates amongst other things readiness checklists, attractiveness checklists, a business valuation calculator, cash flow calculator, advertising resources and many other detailed focus areas. The aim is for you to get everything in order and to present your business in the most organised, comprehensive and favourable light. This should enable you to focus on the positives of your business and help you to obtain the best possible price.

### It's all about proper planning

You will have heard the saying that "if you fail to plan, then you plan to fail" – there is a great deal of truth in that particular adage. You can only sell your business once and since for most people it represents the tangible culmination of years of sweat and hard work, the sale and presentation process clearly warrants a careful and measured approach so that all possibilities are considered and (where appropriate) addressed.

Please consider giving us a call if any of the following apply to you:



Ph 09 415 9321

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- I/We have been thinking of or considering selling our business
  - I/We are not sure of the best way to prepare and/or present our business for sale
  - I/We are unsure what prospective buyers and their advisers might be looking for
  - I/We want to understand what it is that might make our business more attractive to potential buyers
  - I/We need help with organising our business systems and documentation
  - I/We think we should have our business documentation/leases, etc reviewed to ensure that they are in order
  - I/We have not had a business 'health-check' for two years or we are behind in our compliance and record keeping
  - I/We would like to explore or obtain an independent review of what the strengths and weaknesses of our business are from a buyer's perspective
- I/We are unsure how we might best be able to structure any possible sale
- Is our business really ready for sale?
- Should we get the business valued and how do we best go about that process?

If you need answers to any of these issues and would like to explore how to get the best out of your sale, then give us a call to discuss your situation further. If at any time, you need some good sound impartial advice (or even simply a sounding board), we can help or even recommend someone from the extensive business network we deal with on a daily basis. Remember, we are a business too and so have had first-hand experience with all the problems and intricacies associated with selling a business. The chances are that we have either seen it all before or have been involved with clients who have made mistakes and have learned the hard lessons from them.