



## ***“Exit Stage Right – The Seller’s Journey”***

**by Brandon Jacobs**

### **Short Description of the presentation:**

Every company owner wants to eventually sell their business. Perhaps it will be to a family member, employee or an outside individual or firm. The question is not whether you will want to sell the business; the question is “Does your company have enough value to actually attract a real buyer?” The process of building value and preparing for the selling journey begins today!

### **Key Points Covered:**

#### **Building value for the future will pay big dividends - today:**

- Demonstrating historical profitability (proving you made money!)
- Create a strong customer base (age of list, number of customers serviced annually, work mix, market share, maintenance agreements)
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#### **Steps in preparing to sell you company:**

- Discovery – Providing the potential buyer truthful information about your business through adjusted financial statements
- Negotiations and letter of intent – Determining fair market value and spelling out the offer through a letter of intent (non-binding).
- Do diligence – The buyer spends time at your facility to determine if the information provided during “Discovery” is in fact correct.
- Closing schedules – Lists of vehicles, past law suites, etc.
- Closing – All documents come together and it’s time for celebration!