



 **TRANSWORLD**
Business Advisors
Business Sales • Mergers & Acquisitions • Franchises

An Owner's Guide to Selling Your Business



How to Sell Your Business:

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Deciding to sell is not always an easy decision, but the process of selling can be—especially when you have veteran brokers at your side to help you navigate every step. Use this how-to-sell guide to learn what lies ahead and how Transworld can help.

This guide includes

1

Potential reasons for selling your business

2

Questions to build your business sales foundation

3

The four simple steps to selling your business



Every entrepreneur has their own reason for selling their business. Some are looking ahead to a well-earned retirement surrounded by friends and family. Others are preparing for their next venture and want to organize a successful exit. Whatever their plans for the future, all these entrepreneurs have one thing in common: *they sell their businesses.*

Take time to consider your current position—emotionally, strategically, and financially. Selling your business is a natural and healthy next step for successful entrepreneurs. As small business owners ourselves, we understand the challenges you've overcome in your career to build what you have today. It's the reason we started doing what we do, and one of the reasons we're the best.

"We closed on the sale of our business earlier this year. Transworld was helpful in marketing to potential buyers, logistics, paperwork and overall knowledge of the process. We attempted to sell on our own and Transworld was able to secure better pricing and terms for us." —Alex R.





1 Know When It's Time

In the past, business was all about “who.” Today, it’s as much about “when.” Timing can be everything in a sale, and the same is true when selling your business. Here are some tell-tale signs that it’s time to sell:

- Your industry is heating up. Look at the latest buyer/seller trends for the area. Certain industries go through periods of high demand and selling during one could be very profitable.
- Your business is doing well. You love it when your business is profitable—and so do potential buyers. A successful business with sustained profits is often viewed as a good investment.
- You’re ready to move on. Regardless of performance, profitability, or prospects, many owners decide to sell their business to pursue retirement or even another business venture.

If you’re not sure whether it’s the right time to sell your business, our brokers are happy to help you consider your options and plan the timeliest sale possible. Contact us to get started.

2 Know Your Worth

What is your business worth? The answer may be more complicated than you think. The good news is that Transworld can perform a comprehensive business valuation to find out.

Your business’s value is impacted by several factors, including some beyond your control. Understanding these factors is key when it’s time to list your business, as well as during the negotiation phase.

Factors That Affect Value

- Growth Prospects
- Customer Base Size
- Geographic Location
- Company Reputation
- Historical Financial Performance

During the valuation process, we take a close look at your business’s history, its status, and its trajectory relative to external market factors. The answer we provide is the sum of these evaluations—a figure you can use to protect yourself, your business’s future, and your bottom-line during negotiations.

Valuing a business is a complex process, so don’t hesitate to contact our brokers for assistance. In the meantime, for a quick ballpark estimate, feel free to use our free online valuation tool.

3 Know Who Your Friends Are

Selling your business can be very rewarding, but it can also be very risky. There are many financial and legal pitfalls to be aware of during every phase of the process. Before you sell, consider the following questions for your own peace of mind:

- Have I retained a *reputable broker* with my best interests in mind?
- Have I covered all my *legal bases* and finished the *required paperwork*?
- Have I *vetted potential buyers* thoroughly for *suspicious or dishonest activity*?

Having a broker to guide you can be invaluable during the listing, negotiation, and sales processes. Brokers protect your privacy and keep sensitive information confidential.

Veteran brokerages like Transworld can anticipate and mitigate situations like these before they have the chance to arise. We handle the tough stuff so you can focus on what matters most: running your business and preparing for a smooth, successful exit.

4 Know Where You're Going

How you sell your business (and how much you sell your business for) can affect your life for years to come. It can even impact the lives of your loved ones, depending on your lifestyle.

Selling is the last major decision you'll ever make for the business you worked so hard to build. Doing it the right way—fully informed, alongside skilled brokers—is well worth the time and investment.

The Transworld Sales Process

Step 1 - *Determine the price of your business* using tax documents, statements, and research.

Step 2 - *Identify Quality Buyers* through our national network of trusted and vetted buyers.

Step 3 - *Negotiate the best deal possible* for the seller while managing the buyer's expectations.

Step 4 - *Ensure you get paid* while taking care of closing documents & last-minute requests.