

# Process for Selling

Starting point: You have made the decision to sell, and the business is prepared for sale.

What next?

1. Get some help: Don't do it alone – you will need help assessing the true value of your business.
  - a. Broker
  - b. Wholesaler can also provide those services.
2. Identify what you have:
  - a. Value?
  - b. Cash on hand?
  - c. Real estate?
  - d. Staff?
    - i. Interviews?
  - e. Privacy?
    - i. When do employees know? When do potential buyers know?
    - ii. How do I share the information without harming the sale?
    - iii. Third party can help with this.
3. Marketing:
  - a. "Create a playbook/pitchbook."
    - i. How much do you share? At what stage?
    - ii. When do you get a confidentiality agreement?
    - iii. "Painting the Pig"
4. Bid/Sale Process
  - a. How do you price it?
    - i. Third party valuable in this process.
  - b. Taxation
    - i. It's not what you get, it's what you get to keep.
    - ii. Structuring the deal matters.
    - iii. "Cash is King"