

Wholesaler Role in a Sale

Wholesaler can come into play for both the Seller & Buyer:

1. Role of the Seller
 - a. If you're making the decision to sell, talk to your wholesaler to let them know the business is for sale, and ask for help with a potential buyer.
 - i. Confidential conversation
2. Role of the Buyer
 - a. Once potential buyer is found:
 - i. Buyer may want a survey on the business to see how the store is doing now/potential market.
 - ii. Wholesaler can help to define sources of capital if it's needed.
 - iii. Staffing issues?
 1. If purchasing from a family, how many of those employees would stay/leave?
 2. Wholesaler can help identify people that may be willing to work for you.

