

Thinking about ...

SELLING YOUR BUSINESS?



CANTRELL-GRIFFIN

BUSINESS BROKERS SINCE 1983

SELL A BUSINESS PROCESS



1. Engage Expert
Discovery & Review of
Business & Strategy



2. Implement Revised
Strategy



3. Valuation &
Review Options



4. Commence
Exit Strategy



Sale Complete

SELL A BUSINESS – EXIT STRATEGY

1. ENGAGE AN EXPERT

➤ Who?

- **Experience:** Time proven successful business broker
- **Skill:** Proven by performance and testimony
- **Confidentiality:** Silence is Golden !

➤ **Discovery:** Advisor will Collect and Review Data & Company Strategy

- Financials
- Taxes – Get early CPA advise on structure and asset value allocations
- Appraisals
- Market position vs. competition
- Assess Seller future financial needs
- other pertinent data

SELL A BUSINESS

2. IMPLEMENT REVISED STRATEGY

- Document and review company history and strategy for getting to this point.
- Revise with plan for a near future strategic transaction
 - How integral is owner to operations?
 - What is optimal plan to train new owner(s) to handle?
 - What would owner advise to do different?
 - Operations
 - Sales & Marketing
 - Research experienced business attorney
 - Alert and consult with CPA

SELL A BUSINESS

3. VALUATION & REVIEW OPTIONS

Review data and discuss owner expectations

- Arrive at realistic business valuation
 - Seller's Discretionary Cash Flow Multiple
 - Asset Values
 - Industry Comparable
- Pricing Strategy
- Timing Strategy
- Structure – Coordinate & Consult with Seller CPA
 - Cash sales
 - Financing
 - Non-Compete
 - Consulting
 - ESOP
- Financial Advisor for post sale investments

SELL A BUSINESS

4. COMMENCE EXIT STRATEGY

- **Compile and publish Investment Offering**
- **Distribute to Prequalified Potential Buyers**
- **Determine which of potential suitors are best qualified to buy the business**
- **Manage negotiations with multiple parties during high stress times (Seller, Buyer, 2 sets of attorneys, 2 sets of CPAs, banker, etc.).**
- **Manage information flow between parties**
- **Insulate Seller from unnecessary Buyer distractions**
- **Identify to Seller pros and cons of each Buyer**
- **Consult/advise Seller when inevitable hiccups arise**
- **Advise Seller and Buyer on transition plan**
- **Advise Buyer on business plan for future**
- **Other pertinent consulting as needs arise**

SELL A BUSINESS

5. COMPLETE SALE

Coordinate Sale with all parties

- Seller
- Buyer
- Attorneys
- Bankers
- CPAs
- Title Firm & Closing Agent



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