



Insider Tips to a Successful Sale

Use and Intermediary

Selling a business is an intricate and involved process - one that requires knowledge, experience, passion, and dedication. An intermediary will allow you to keep details of your sale confidential, expand your list of potential buyers beyond traditional bounds, and professionally execute the sale. Additionally, buyer prospects tend to be more comfortable dealing with an intermediary than with the seller.

Take the Time to Improve the Value of Your Business

You probably wouldn't put your home on the market without some sprucing up. The same goes for your business. It is an essential part of the sale process to take the time to "groom" your business in order to assure the buyer can see the true value of your company. This vital step can make a significant difference in both attracting buyer interest as well as attaining the best deal value. With M&A at near record levels, it's important to differentiate your business from others in the market.

Don't Limit Your List of Prospective Buyers

It's important not to limit your list of potential buyers to obvious choices such as competitors, suppliers, or customers. Although these may be suitable choices, it is important to include a wide audience in order to ensure you find the right buyer for your business. With our market research and our hands on experience, Landis & Associates can help uncover where your company's true value lies and expose who might be interested in your business and why.

Deal with Multiple Buyers

Dealing with multiple buyer prospects creates a competitive environment and can put the seller in a better bargaining position. A multiple offer situation can result in the seller being better able to negotiate the terms and price they desire.