



How poor information can hurt your chances of a successful sale...

As advisors working for business-buying clients, we find about 1-in-10 vendors have prepared high-quality Information Memorandums, or Business Profiles, on their business opportunities.

What about the other 90%?

What buyers may think when presented with poor-quality information on a business for sale:



This business is being **run unprofessionally**.



The business owners/managers are **hiding something**.



This **process is going to be very costly** for me as a purchaser, because it will be like pulling teeth to get the right information.



This business is **not worth the risk**.

If you are planning to sell your business, the key is to present robust, credible information about the opportunity in a clear and concise manner.

You can use the free [JPAbusiness Information Memorandum Checklist for Sellers](#) to help.

Find it in our Resource Library at www.jpabusiness.com.au
Click on 'Ebooks & Templates', then 'Seller'.

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