

5 TIPS FOR BUSINESS SELLERS

1. ENGAGE A PROACTIVE ADVISOR



As a vendor, make sure you have an advisor who is actively seeking feedback on how the market is considering your business sale opportunity.

2. BE OPEN TO FEEDBACK

You don't always have to change your marketing strategy as a result, but make sure you at least listen and be open to market feedback.



3. BE FLEXIBLE



Take advantage of opportunities to align your offering with what the market is expecting and interested in. A little flexibility in your offering is often the difference between doing a deal and not achieving a sale.

4. MAKE SURE YOUR ADVISOR IS FLEXIBLE, TOO

As advisors, we also consider market feedback to help calibrate our views on the value of a business with the market's view.

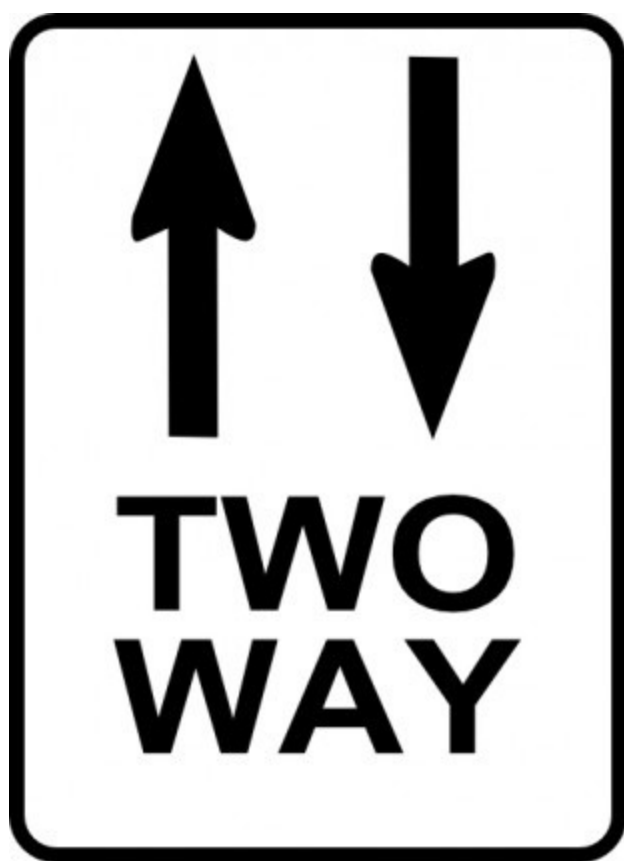
Timing can be the difference between doing a good deal and not doing a deal at all; sometimes the market moves faster than our technical view on what a business is worth.

5. UNDERSTAND THAT SELLING A BUSINESS IS A DYNAMIC PROCESS

When selling a business, you don't just get your valuation, list the business for sale at that price, and away it goes.

Selling is a dynamic process, which is why we encourage vendors – as part of sale preparation and planning – to think about their negotiation framework.

Work with your advisor upfront to understand what your negotiation framework might be, in the event of market feedback that requires you to be flexible in your approach to a sale.



If you're planning to sell your business, arrange an obligation-free, confidential discussion with the team at JPAbusiness on 02 6360 0360 or visit jpabusiness.com.au

