

Selling Your Business?

Why you should use a Business Broker

Qny business owner who has sold a business on his or her own will tell you it's a long, tedious and stressful process. It consumes time and distracts you from your day-to-day operations. When your focus should be on maintaining or increasing the value of your business, all of your time and energy is directed to the sale process.

That's where an experienced business broker can pay huge dividends. There are many areas where the business broker expertise pays off:

- **Confidentiality.** Revealing the sale of the business can have many drawbacks - employees, customers, suppliers and bankers get nervous and competitors look to make a kill. A business broker will protect the identity of the company and contact only owner-approved buyers through a blind profile - a document describing the company without revealing its identity.
- **Business Continuity.** Selling a business is time-consuming for an owner who is already wearing many hats. By taking on the additional load of selling the business, the essential functioning of the business falls by the wayside and may cause damaging results. When a broker handles the sale, an owner can maintain a focus on keeping the business running smoothly.
- **Reaching serious buyers.** Business brokers have the tools and resources to reach the largest possible base of buyers. They then screen these potential buyers for revenue that would support the potential acquisition. Through extensive sales experience, brokers can weed through the "tire-kickers" to reach only serious buyers.
- **Marketing.** A business broker can help present your company in its best light to maximize the sale price. They have a solid understanding of the key values that buyers are looking for and can assist in

identifying potential improvements that can lead to a better selling price.

- **Valuing your Business.** Putting a value on a business is far more difficult and complex than valuing a house. Every business is different, with hundreds of variables that have an impact on its value. Business brokers have access to business transaction databases that are used as guidelines or reference points. Undeniably, the best way to get the best price for your business is to have several financially viable parties bidding, and a professional business broker will have the best access to these resources.
- **Balance of Experience.** Most corporate buyers tend to acquire multiple businesses while sellers usually sell a business once. An experienced business broker can level the playing field for a business owner making his one and only business sale.
- **Closing a Deal.** Since the business broker's sole function is to sell the business, there's a much better chance that a deal will be closed in the least time. The faster the sale, the lower the risk of difficulty with employees, customer defection and predatory competition.



Utilizing the services of an experienced, professional business broker allows the owner to focus on running the business, thereby reducing the risk of business erosion during the sale process. A sale facilitated by a broker helps maximize sales proceeds by involving a large universe of buyers in a confidential, competitive bidding process.

*This complimentary information circular is provided by **Stuart Neal & Associates**. Should you have any questions about our business brokerage services or if you require additional copies of this circular, please feel free to contact us using the information provided below.*

Thinking of selling a business?

Know anyone in the market for an established and profitable small to medium sized business?



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