

Selling a Business?

Strategies To Add

\$Millions

to Your Sale



Business
Sales Group



Planning a Sale: a True Team Sport

Selling a business isn't a solo mission, it's a team sport. A Certified Exit Planning Advisor (**CEPA**) acts as your quarterback, coordinating financial planning, tax strategy, legal guidance, deal structure, and operational improvements. You can bring your own trusted advisors, or we can connect you with specialists who get results. When everyone is aligned around a single plan, decisions get clearer, risks shrink, and outcomes improve.

Task	Advisor Type				
	Financial	Legal	M&A/CEPA	CPA	Value Growth
Identify Owner's Personal Objectives	✓	✓		✓	
Evaluate Business / Determine Value				✓	✓
Develop Exit Strategy & Plan	✓				
Improve Business Performance					✓
Review Estate Plan	✓	✓			
Develop Tax Minimization Plans	✓			✓	
Review Insurance Needs	✓				
Retirement Needs Analysis	✓				
Investment Plan for Sale Proceeds	✓				
Execute Exit Strategy					
Assist with Post-exit Issues	✓	✓		✓	

Do You Know What Your Business Is Worth?

Value Gap

What It's Worth



What it Could Be Worth

Wealth Gap

Where You Are Now



Where You Need to Be
to Retire or Sell

What Impacts Value?

Attractiveness

How attractive is your business to a potential buyer?

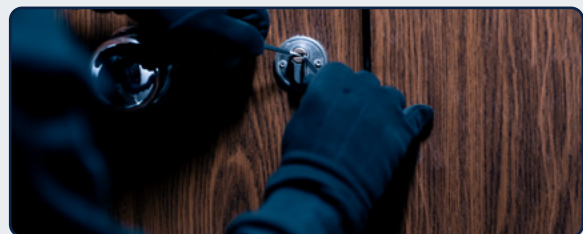
Readiness

How prepared are you, the owner, to sell?

Market Multiplier

How your business compares to similar
companies in your industry.

The Cat Burglar: How Buyers Steal Your Value



Business Puberty

Business is not ready to sell.

Cinderella Syndrome

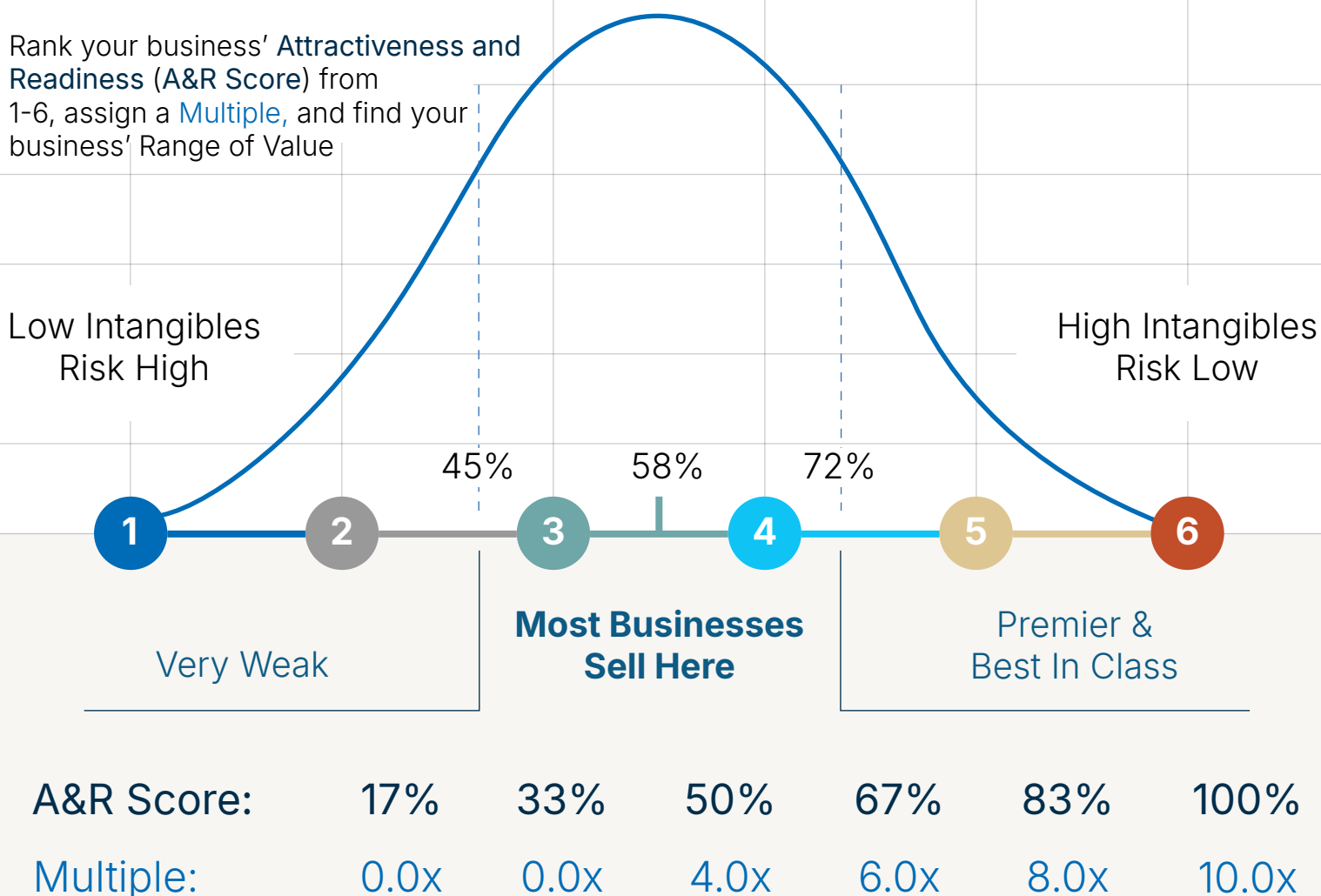
You fall in love with the first person that asks
you to dance.

Low Hanging Fruit

Owner's focus is on income generation,
not value creation.

Range of Value

Rank your business' Attractiveness and Readiness (A&R Score) from 1-6, assign a **Multiple**, and find your business' Range of Value



3 Stage Business Sale Process

Pre-Sale (After Value Acceleration)

- Considering a sale
- Contacting and choosing a selling advisor
- Valuation assessment and timing
- Prelisting preparation
- Listing

Sale

- Receiving Multiple Offers
- Acceptance, Rejection, or Counteroffer
- Mutual Acceptance
- Due Diligence
- Contingency Removal
- Legal Document Preparation

Closing and Transition

- Closing
- Final Settlement and True Up
- Transitional Training

Why Planning the Sale of Your Business Matters

Without Planning

70-80%

of businesses don't sell.

50%

of owners are forced to try to sell because of disability, death, divorce, disagreement, or distress.

75%

of sellers realize within 12 months of selling that planning would have helped them capture more value.

With Planning

Roofing Business

+ \$1MM

increased its sale price by nearly \$1MM by improving EBITDA and positioning the company to qualify for a stronger valuation multiple within its range of value (\$2.5MM to \$3.4MM).

SaaS Company

+ \$6MM

raised its final sale price from \$12MM to \$18MM through structured, guided planning that improved performance and reduced perceived risk for buyers.

Start Today - Early Planning Leads to a Better Harvest



Why Choose Business Sales Group

Empowering business owners to harvest the value they've created through years of hard work and dedication.

Three Powerful Advantages

1

Hybrid Sale Process

We combine the sophistication of investment banking with the accessibility of business brokerage, using a proven process designed to maximize your business' value and put the most money in your pocket.

2

Strategic Planning

We guide business owners through a thoughtful, structured sale planning process, ensuring they are fully prepared and positioned to achieve their goals when the time comes.

3

Experience

With over 100 transactions and more than 15 years under our belt, we know how to get your business sold. Our team of advisors specializes in selling businesses between \$2MM and \$30MM in value.

Get Started Today



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Discover The Value of Your Business

Our valuation services are secure, fast, and CPA designed, with reports that are data driven and checked against leading models for accuracy. For \$799, you can get the insights you need without unnecessary cost or complexity.



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