



Wright Business Advisors



# Business Selling Experts

[www.wrightbusinessadvisors.com](http://www.wrightbusinessadvisors.com)

# Executive Summary:

## About Us

Established in 2005 by Wayne Wright, our brokerage practice has a storied history rooted in Wayne's extensive expertise. Wayne not only founded and oversaw numerous businesses himself but also adeptly orchestrated their successful sales. His experience spans diverse roles, including business acquisition, selling, and consulting.

At our firm, we take great pride in meticulously guiding clients through every step of their journey, ensuring they unlock the full potential value of their businesses. Throughout this process, we uphold the highest standards of confidentiality. Our expertise lies in identifying ideal successors who will passionately carry forward the business legacy.

Wayne, holding both the Certified Business Intermediary (CBI) and Certified Mergers & Acquisitions Professional (CM&AP) designations, recently achieved a significant milestone by becoming the first globally to complete the Master Certified Business Intermediary (MCBI) designation with a select group of peers. Since the inception of the brokerage practice in 2005, Wayne has actively owned, operated, and sold numerous businesses, gaining valuable insights from roles as a business buyer, seller, and advisor.

Specializing in both upper Main Street and Lower M&A transactions, Wayne is dedicated to assisting business owners in formulating effective exit strategies and navigating the selling process. The commitment of Wayne and his team to your success, combined with maintaining strict confidentiality throughout the process, ensures that sellers achieve optimal returns for their ventures.

Wright Business Advisors warmly invites you to leverage their extensive expertise and tap into their experiences to guide you in accomplishing your goals.

## Values

- ✓ Follow the "Golden Rule" and do what is right, even when unnoticed.
- ✓ Keep promises and go the extra mile.
- ✓ Embrace a servant mindset, focusing on clients' goals, not ourselves.
- ✓ Balance confidence with humility.
- ✓ Enjoy the journey and have fun along the way.





## Our Expertise

- ✓ We specialize in selling businesses with a nearly 90% success rate.
- ✓ We possess extensive valuation expertise.
- ✓ We meticulously screen and qualify potential buyers.
- ✓ We adeptly manage the due diligence process to ensure a smooth and accurate sale.
- ✓ We prioritize and uphold confidentiality throughout the transaction.
- ✓ We handle the intricacies of business sales, allowing owners to focus on running their businesses.
- ✓ We provide access to up-to-date statistics and market data on recent sales.
- ✓ Our seasoned experience consistently yields successful outcomes.
- ✓ We tap into a professional marketing network to enhance the sales process.
- ✓ We have a wide-reaching network that connects us with global buyers.



## Testimonials



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"Wayne Sold my company for me in 2019. It was a real joy working with him, I had a blast and I got a great price. Wayne is very down-to-earth and explains the process very well. I never realized how hard it is to sell a business without somebody like him. I still stay in touch with him, and consider him a great friend."

**Scot A.**

“

"Wayne is a fantastic business broker. He is very knowledgeable and knows how to help business owners understand the process of buying/selling a business and how to price the transaction appropriately."

**Skylar M.**

“

"Wayne was the broker on a business that I bought and was very fair and open with us. He helped nervous buyers and sellers get through the transaction to mutual satisfaction. He also gave good advice in selling that same business. I would highly recommend his services."

**Karen M.**



# Step-by-step overview of your acquisition process



# Seller Representation Services

## INITIAL CONSULTATION

- ✓ Collection of Initial Seller Information and needs analysis
- ✓ Description of Selling Process, Broker Investment, and Representation of Seller

## VALUING THE BUSINESS

- ✓ Collection of: P&L Statements (3 years); Balance Sheets (3 years); Federal Tax Returns (3 years); F, F & E List, Lease/ Real Estate Summary; Monthly Revenue Statements (12 months); Franchise Agreement (if any)
- ✓ Cash Flow & ROI Analysis
- ✓ Search WBA and National Database Comps
- ✓ Wright Business Advisors (WBA) Broker Opinion of Value

## PREPARING TO SELL

- ✓ Approval of the WBA Listing Agreement
- ✓ Collection of Corporate or LLC Resolution (if necessary)
- ✓ Collection of Company Checklist and Questionnaire and Seller's Disclosure
- ✓ Terms Pre-Qualification / DSCR
- ✓ Finalize Selling Price and Terms

## PACKAGING AND MARKETING THE BUSINESS

- ✓ Prepare the Marketing Plan
- ✓ Prepare a blind company ad for multiple sites
- ✓ Prepare comprehensive Confidential Business Report (CBR)
- ✓ Prepare Internet Listing and Submission Plan
- ✓ Prepare Direct Mail Campaign, if appropriate
- ✓ Prepare Newspaper Advertisement, if appropriate
- ✓ Prepare Non-Disclosure Agreements
- ✓ Prepare Strategic Partner Confidential Package
- ✓ Enter data into CRM and set up Confidential Data Vault

## QUALIFYING BUYER PROSPECTS

- ✓ Collect Confidential Buyer Profile
- ✓ Collect Mutual Non-Disclosure Agreement
- ✓ Interview Prospects & Pre-Qualify
- ✓ Collect Prospect Financial Summary
- ✓ Post Qualification

## SHOWING AND NEGOTIATING

- ✓ Conduct preliminary discussions
- ✓ Show business
- ✓ Prepare Seller for Buyer Meeting
- ✓ Follow-up and Initial Due-Diligence
- ✓ Assist in Deal Negotiations

## PREPARING THE LETTER OF INTENT (LOI) AND ASSET PURCHASE AGREEMENT

- ✓ Assist in preparation of draft agreements
- ✓ Assist in drafting of addendums
- ✓ Prepare transaction timelines
- ✓ Prepare due diligence list
- ✓ Assist in negotiation of Seller's Promissory
- ✓ Note terms etc., if applicable
- ✓ Assist with drafting of counteroffers

## CONDUCTING DUE DILIGENCE

- ✓ Closing Checklist development and contingency sign-off
- ✓ Collection of due diligence materials
- ✓ Due diligence assistance

## ASSISTING WITH FINANCING

- ✓ Recommendation of SBA Lenders
- ✓ Pre-Qualification of Business and/or Buyer
- ✓ Assisting with SBA Lender Representative
- ✓ Assist with negotiation of Seller Note, if applicable
- ✓ Recommendation of Third-Party Sources, if appropriate

## CLOSING THE TRANSACTION

- ✓ Drafting instructions to Closing Agent
- ✓ Prepare documentation/settlement statements for Closing Agent
- ✓ Assist with obtaining franchise approval, if applicable
- ✓ Assist with obtaining lease assignment, if applicable
- ✓ Assist with developing an orderly turnover plan
- ✓ Assist with allocation of purchase price
- ✓ Negotiate closing agent fees
- ✓ Expedite closing agent documentation requirements
- ✓ Proof/revise closing documents
- ✓ Closing coordination

# CALL FOR YOUR FREE CONSULTATION TODAY!



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