



NEWSLETTER



Thinking of Selling Your Business?

For many business owners, the decision to sell is one of the biggest milestones of their professional life. Whether you've built your company from the ground up or grown a family legacy, selling is both a financial and emotional decision.

Why Owners Sell?

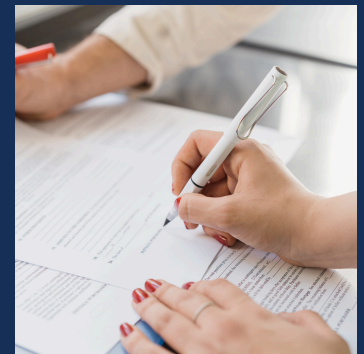
Business owners consider selling for many reasons:

- Retirement or a change in lifestyle
- Burnout or desire to pursue new opportunities
- Health or family considerations
- A favorable market and strong valuations
- Strategic buyers offering attractive terms

What Buyers Look For

Serious buyers evaluate more than just financials. They'll want to understand:

- Earnings: Consistent cash flow and profitability
- Systems: Efficient operations and documented processes
- People: Strong management and employees who can run day-to-day
- Customers: Stable, diversified relationships without over-reliance on one or two accounts
- Growth Potential: Clear opportunities for expansion



How to Prepare

Before going to market, it helps to:

1. Get a business valuation to understand what your company is worth.
2. Organize your financials—clean, accurate records build buyer confidence.
3. Identify opportunities for growth that you may not have pursued but that a buyer could.
4. Engage trusted advisors—a broker, CPA, and attorney can help you maximize value and avoid pitfalls.

The Takeaway

Selling a business is not just a transaction—it's a transition. The more prepared you are, the smoother the process will be, and the more likely you'll achieve your financial and personal goals.

If you've been wondering what your business might be worth, or when the right time to sell could be, now is a great time to start the conversation.

