



15 REASONS TO WORK WITH BUSINESS-BROKER IN SALE OF YOUR COMPANY

You created a business, but the time has come when you want to sell it. Dozens of questions arise in your head: how to prepare a business for sale, where to find an interested investor, who will be engaged in business management, while you are busy with the organization of the deal...



Of course, the process of purchasing and selling a business is rather complicated and requires enormous effort, time and financial investment, no matter whether you are a seller or a purchaser. Purchase and sale is usually associated with a lot of risks, hidden pitfalls and legal nuances. These could be, for example, illegal deal implementation, fraud, loss of property or information materials, and violation of your constitutional and legislative rights.

Therefore, in order to avoid looking for answers to dozens of complex questions and leveling up all the mistakes you will run into in the process of organizing a deal, it is better to seek help from highly skilled professionals.

The main reasons to work with a business-broker:

1. Experience

Highly qualified business brokers, unlike the average business owner, will have a database of potentially interested purchasers who have already passed a thorough solvency test. Our 32-year experience of business victories has allowed us to create a base of about 3,000 purchasers. We find and establish communications with major investors and sellers, both abroad and in The United States, on a round-the-clock basis. This means that you do not have to waste your time searching for investors, many of whom may, at best, not at all be interested in purchasing your business, and at worst, may be your direct competitors, only interested in gaining access to your business's confidential information such as enterprise features, financial statements, etc.

Important! *Important! Professional business brokers will have completed some training, received certificates and acquired many years of professional experience at organizing the purchase and sale of businesses, unlike an individual selling their business for the first time. If you are not an expert, you probably will not have access to a network of other professional brokers, consultants with MBAs, investors, banks, analysts, lawyers and marketing managers who have all the necessary skills and knowledge to organize a deal and help achieve great results in the most feasible timeframe.*

2. Confidentiality

Leaks of confidential information may ruin your reputation in business, and could easily lead to financial losses or loss of business. A professional business broker will usually employ corporate lawyers, and will provide you with full legal support in order to prevent unauthorized dissemination of confidential information. Once a non-disclosure agreement is signed, a business-broker will be able to take up their duties and build further relationships with potential investors, telling them about the advantages of purchasing your business, while protecting your confidential information.

3. Opportunity to focus on your business

Hiring business-brokers to execute the sale of your business on your behalf will allow you to focus on monitoring the ongoing business processes and routine management of your business, instead of diverting your attention to extrinsic processes such as the valuation of the business, or developing a sales strategy for it. It is important to remember that if your business suffers because you are preoccupied with finding a buyer, this will only harm its valuation and make it even harder to find a willing buyer.

Right after the first meeting, specialists will take over the responsibility for communication between all parties, addressing unexpected situations and weaknesses, and ensuring a successful transaction.

4. Trust and Mutual Benefit

It may be difficult for the average business owner to tell just what information should be kept secret and what should be revealed to potential buyers in the course of a negotiation. You don't want to weaken your bargaining position by revealing too much information, and at the same time, you may run the risk of losing the trust of a potential buyer if you withhold too much information. A business-broker will help ensure that there is just the right amount of disclosure to interest any potential buyers, and gain their trust, without jeopardizing your position.

5. Intermediary

If you are going to address investors without an intermediary, you may find that keeping a trade-deal secret is much easier said than done. Your employees, the media and your rivals may find out within minutes that you are selling your business, and this can easily complicate the transaction. One of the main tasks of a business-broker, in the process of managing a successful transaction, is to keep the deal as discreet as is necessary depending on the given circumstances.

Besides, potential purchasers are more likely to respond well to an offer from a professional business-broker than they would if the owner of the business approached them directly. Apart from the fact that professional brokers are easier to trust, they are also likely to be more thorough and precise in their research, and will probably submit a more impressive proposal than the average business owner can put together.

Important! *Professional business brokers will conduct all stages of a transaction and help you to sell your business at a good price.*

6. Purchasers do not want to work with sellers without an intermediary

It is hardly surprising that most investors are wary of sellers who try to sell their business without involving professional brokers. Business-brokers provide transparency at each stage of the transaction for both the seller and purchaser, control the negotiations and minimize the risks (for example, overstated income, company debt, poor prospects of business development in this market segment), take responsibility for preparing documents, etc.

7. Fair price

One major hurdle that a lot business owners face when they try to sell their business is deriving an accurate valuation of what it's worth. The expert opinion of Vladimir Sklyarov, Senior Business-Broker, Founder and President of America 2030, about the value of your enterprise is provided free of charge. Our specialists charge no extra cost for their services.

"In America 2030 we apply a company financial analysis in order to find the best selling price for your business. We will propose to investors the price that is neither overstated nor understated, which means we will not discourage the investors. Besides, our expert opinion is provided free of charge. Our aim is to reach a mutually beneficial agreement," said Vladimir Sklyarov, Senior Business-Broker, Founder and President of America 2030.

8. Qualitative business assessment

A business owner may not be able to assess their business correctly. This is impossible without understanding current pricing trends, the market situation and market movements, and the real profitability of business, etc. Business-brokers will advise you on collecting the necessary data and assist in providing the requested documents for our analysts, who will then conduct a qualitative business assessment that will show the real profitability of your enterprise. The price of your business will depend on actual cash flow.

9. Sales strategy development

Professional brokers will have carried out the process of marketing and selling a business several times, whereas the average business owner would probably be doing this for the very first time. This means they have a much better feel for the market, and will be best placed to advise you on a sales strategy.

One important step in creating a sales strategy is being able to determine the profile of the type of buyer you expect will be most interested and willing to pay the best price for your business. This will serve as the basis for your communications and advertising campaigns, as well aid in the preparation of proposals, presentations, and etc.

Important! *A business broker, as an intermediary, promptly identifies and considers the key requirements, needs and obstacles that determine the difference between the cost of the business and its sale price.*

10. Expert development of marketing strategy

An effective marketing strategy will increase the interest of potential buyers in your business. In the shortest possible time, the analysts will develop a teaser, an investment memorandum, a business plan (using, if necessary, additional marketing tools), and business-brokers will professionally present your company to potential investors, encouraging them to purchase it.

11. Exclusivity

Exclusivity of service provision comes after you and a business-broker conclude a contract for brokerage services. According to the contract, you will not be able to switch to another brokerage firm for the provision of the same services, which, in turn, allows our business-broker to shorten the time needed for achieving a desired result. Despite the fact that our broker can conduct several projects simultaneously, he will always give particular attention to clients who have already signed a services agreement.

Additionally, our company bears the costs for the services of designers, printers, translators included in the production of promotional materials, as well as the services of analysts and financiers. If necessary, we hire specialists and consultants in particular industries, where we sell businesses. We arrange business trips and pay travel expenses. However, we only do this in instances where a contract for exclusive brokerage services is signed. Otherwise, we may agree to cooperate on the condition that a client pays our running costs in order to achieve their aim.

12. Ethics

The code of business ethics is a fundamental document that indicates the company values. The code contributes to the achievement of business objectives and aims of professional development of specialists in compliance with high standards of vocational training.

Professionals always:

- *Act according to their competence, position, principles of honesty and integrity; they comply with ethical standards in relation to society, clients, colleagues and capital market members;*
- *Put the client's interests above their own;*
- *Make investment analysis or give recommendations relying on their own independent expert opinion;*
- *Grow professionally and apply their best efforts to increase the expertise of other specialists in the company.*

13. Purchaser assistance to get financing

A very important step in most agreements is to help the purchaser to get financing, when negotiating an agreement that will help get the maximum amount. Business-brokers work with several creditors, who, if necessary, will provide support to the purchaser.

14. Brokerage

So far, there are three types of payment for brokerage services:

- Fixed payment method, where the business-broker (most often the company, for which he works) specifies the estimated value of his own work;
- Hourly payment method means the payment in proportion to the time worked;
- Payment for success depends directly on the closed transactions between enterprises, organizations, as well as other forms of business.

Important! *Specialists provide their services before receiving a transaction fee, and on a round-the-clock basis, working exclusively towards the goals set before them, receiving a reward only for success!*

15. Result

Business-brokers will guide you through all stages of preparing the company for sale, provide the necessary support in a comprehensive Due Diligence, provide full legal support and help you close a purchase-sale transaction under the most favorable terms for both parties.

Business-brokers will provide you with the following services:

- Search and exhaustive analysis of potential investors;
- Data acceptance for the analytical department;
- Marketing strategy development (providing teaser, investment offer and other information to potential purchasers);
- Strategic advice on mergers and acquisitions;
- Full support in preparing the business for sale (may include restructuring and divestiture of assets);
- Full support in complex Due Diligence.

Analysts will take upon themselves the analysis of:

- Financial statement of your business;
- Business in general;
- Industry situation in the world and in the USA;
- Suppliers and customers;
- Competitive environment;
- Market share held by the company;
- Company marketing performance;
- Teaser and investment offer development.

Lawyers will provide you with:

- Full range of expert advice on issues related to the acquisition or disposal of business;
- Legal analysis of corporate rights (Legal Due Diligence), which are the subject of the purchase and sale agreement of corporate rights;
- Ensure confidentiality and non-disclosure of information on the part of a potential purchaser;
- All necessary documents for transaction registration.



