

HealthCare Business For Sale?

Pampered & Profitable – Set Your Business Up to Sell It

Imagine you're selling a vintage car instead of a small business. You've spent years of your life building and perfecting that vintage car and you've finally decided it's time to sell it. What do you do now? You certainly don't pick up six of your friends and pile them into the back seat, then hit the drive-thru and buy everyone the sloppiest burger and tallest soda on the menu. You don't go off-roading, launching your car over pebbled hills and through muddy streams as ice cubes and greasy-lettuce confetti swirl around you like a high-calorie snowstorm.

Yet many business owners treat their companies this way in the weeks and months leading up to a sale. Many don't even realize they're doing it.



Like that vintage car, you've poured your blood, sweat and tears into your company, building it from the ground up. Follow these steps, and you'll make yours into a business worth buying.

1. Begin with a business valuation.

Just like you wouldn't sell your car without an up-to-date inspection, you shouldn't even think about selling your small business before you've completed a professional business valuation. A business appraisal does more than just show you your estimated market value. It identifies areas for improvement and shows you ways to make your business more appealing to buyers. During the valuation and strategic planning segment of the our 360 Wealth Report, professional appraisers and business consultants even help you plan your exit strategy step by step.

Why go through the process in the dark when you can enlist the help of experts from the start? When it comes to increasing business worth, a business valuation is your roadmap, your GPS unit and your AAA membership, all in one.

2. Learn to keep a secret. If everyone from the receptionist to the delivery truck driver knows you're looking to sell, you're doing it wrong.

Your upper-level managers should know your plans, but your workforce shouldn't. Why? Because instead of focusing on their jobs and other things that impact business worth, they'll be second-guessing their job security, or even jumping ship. A dip in profits and increasing turnover rates are not strong selling points, so show a little discretion when discussing your plans.

3. Set the record straight. During your selling process, you'll need to access things like yearly profits, cost statements and rental costs.

A potential buyer is interested in your small business and in what it can do for them. They're not interested in your mountain of disorganized paperwork (it can be a real turn-off, to put it mildly). Organized records will make your business more attractive to buyers. The more organized you are, the more straightforward and professional your business will appear.

4. Renew your contracts.

The last thing a new buyer wants to do after purchasing your business is to renew your contracts and leases. That's a bit like buying a car only to learn you have to replace the oil, fill the tank and rotate the tires before you drive it off the lot. Sure, it's not impossible, but it's a pretty big pain in the neck. Make it easy for your buyer to take the wheel by renewing supplier and client contracts and by making sure all of your leases are up to date. Buyers will see a small business that's ready to run, not one that requires a load of grunt work just to get rolling.

5. Create a well-oiled machine. You are the backbone of your company, but before you sell your business, you'll need to teach your employees how to stand on their own.

Even the most experienced buyers don't always hit the ground running. As they get used to owning your business, they'll need to lean on the experience of your employees. If the staff they see requires constant supervision and guidance, they could pass on buying your business altogether and search for someone with a more stable staff instead. To maximize business worth, use your business management skills to create a solid staff. If necessary, retrain your managers and employees, and create an employee manual that explains your policies. This strategy will turn your work force into an asset instead of a liability.

If you've ever sold a car, you know how important preparation is. You didn't trash your vehicle, drive it to the used car lot and passively accept whatever lowball figure the dealer offered. Take the same care with your small business. Put in the time to polish and prepare your company, and you'll see a big boost in business worth. After all, you've dedicated so much of your time and effort already. You deserve to get the most out of your business deal.

United Health Care Capital is committed to helping small business owners with valuations, business transition and exit plan strategy. If you are interested in learning more, [contact United HealthCare Capital](#) to see how we can assist with your business transition and exit planning.

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