

# Considerations When Selling Your HealthCare Related Business



Selling a Health Care related business is never as easy as people believe that it is going to be. It is a complex process that can, potentially, take years to get through from start to finish. It could require that you bring in a team of professionals: brokers, valuers, accountants, and lawyers. How much profit you will make or even whether you will make a profit at all is dependent on a number of factors. The sale of your business requires a lot of your time and once you have actually sold your business, you will need to figure out the best way to handle the profit. When you start thinking about selling your business, keep these things in mind and they will help you create a solid exit strategy that will get you from start to finish successfully.

## **Think about why you are selling**

We have talked about knowing the reasons why you're selling on this site before. This will always be a consideration. Knowing *why* you're selling could impact a buyer's decision as well as what you are planning to do with the profit once the process is complete. Some of the most common reasons for selling are: retirement, partnership disputes, illness, or boredom.

## **Timing is Everything When Selling a Business**

If you are experiencing some of the reasons listed under that first section, it may be tempting to try to sell your business when it's not profitable. But doing that can make it hard to attract serious buyers, it can cause a loss in profit on the business and it can also cause more undue stress on you. You should start preparing for the sale as soon as you decide to put it on the market. The earlier you start the necessary paperwork collecting and making the necessary improvements, the easier it will be to sell to the right buyer when they come along.

## **Know the True Value of the Business You Want to Sell**

Knowing the true value of your business is worth the cost of hiring a professional to sit down with you and go over your books, your assets and your business in general. When you're finished you will have solid place to start from when it comes to setting the price for your business. You will also be able to provide the

accurate and thorough information to any serious buyers so that they can feel confident paying you what your business is worth.

Selling a business can be a consuming task for many business owners, not just in time and in money, but also emotionally. When you have taken the time to develop something that you are proud of and that you spent so much of yourself getting to this point, it can be difficult to walk away even if you find the right buyer and they have your confidence. Whatever your reasons for selling, keeping yourself prepared for when that time comes is a step that will make the process smoother and much more profitable.

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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