

# Getting Value From Your Business Sale – Preparation is Key

You've decided to sell your Health Care related business, but have you thought about how to get real value from the sale? Selling a business "as-is" is not the answer when it comes to business value. **You've already invested funds and labor into building the business to where it is today, why wouldn't you invest a little more in order to get the best value from your business sale?**

Before you put your business for sale on the market, get started with this before-you-sell to do list and ensure any weaknesses are accounted for in order to get the best offer and value from prospective buyers for your business.

## **Identify areas of your business that need improvement:**

Business buyers are looking for small businesses that can be bought with low risk and a high reward. You should rate all areas of your business as either strong, adequate, or needs improvement.

If an area of your business is strong, it will bolster a good offering and likely a higher sale price. Areas that are adequate are going to earn you an average offering, and areas of your business that need improvement may force you to lower your sale price unless they are improved upon or are greatly offset by the strengths of your business.

## **Create and implement a business value improvement plan:**

Study each area of your business that you identified as needing improvement. There are several questions you should be addressing at this time: Is strength in these areas vital to the success of your business? Would the condition of these areas be a turn off for a potential buyer? What would the cost to improve these areas bring in return value for your business – is the expense worth the reward? How quickly can you implement an improvement plan, is it realistic to make these improvements within your ideal business sell timeframe?

## **Important! As you move forward with your business value improvement plan, zip the lips!**

You should only share your business sell intentions with staff, outside consultants and anyone else only when the information is absolutely necessary and only with a confidentiality agreement in place. This includes legal and financial advisors. Although you have no malicious intentions when you decide to sell your business, word getting out to staff, customers, vendors, etc. about your business sale can unfortunately create uncertainty. This can strip the value away from your business at the time that you are trying to build your business value the most.

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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