

# Rules For Selling Your Business Fairly



When you're thinking of selling your business you should be prepared to field a barrage of questions about why, and many of your answers may not be believed. It is a sad yet true fact that many people who are selling their business are not entirely honest with potential buyers. This has lead business buyers in general to be paranoid about buying someone else's business. This can make selling your business and receiving a worthy price difficult. Here are a few things to keep in mind when going through the selling process.

## **Show the Business You Are Selling in the Best Light Possible**

This is not the same as tricking a potential buyer into buying a lemon. This simply means that you are as upfront as possible about both the positives and negatives of your business before signing any sales papers. While you certainly want to make sure that your business is presented in the best light possible, you also want to be transparent about everything from the reasons you are selling, how the recession has effected your business and improvements you have completed that are worth noting.

## **The Business You Are Selling Is Only Worth What Someone Is Willing to Pay for it**

This is a common saying and it certainly bears repeating. When you do your research and get your professional valuation done on your business it is important to keep in mind that no matter how much your business may be worth on paper, its actual worth is only as much as someone is willing to pay you for it. Anyone selling a business wants to get the most they can out of the business that they worked so hard to build. Buyers, on the other hand, are looking to get away with spending as little as possible. This puts buyers and sellers at an automatic opposition. Your biggest priority is going to be working out a compromise with any buyer so that you can both walk away happy with the deal.

## **Most Potential Buyers NEVER Buy a Business**

Call it cold feet, call it bad timing, whatever you want to label it, the phenomena is the same. Most people who are considering buying a business, never actually follow through with the deal, or if they do move forward in the process, they are not able to meet the financial requirements or their loan falls through at the

last minute. This is the perfect reason why serious sellers should look into using a professional M & A Advisors are able to weed out the actual buyers from the looky-loos.

Selling a business is never as easy as it sounds. It requires a lot of compromise and even more negotiation. But if you have all of your background work complete and you have your paperwork in order, you will be able to find the buyer who is right for you.

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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