

5 Ways To Ruin A Successful Exit Plan Strategy

Do you have an exit plan strategy in place?

What few business owners realize is that selling your business or retiring from your company and passing it along to an heir is not always a successful venture. Just as there is buyer's remorse, there is also "seller's remorse." Exiting from a business that you have put years of your blood, sweat and tears into can be a very traumatic experience. Here are some of the top reasons that a business sale fails.

1. **You continue to run your company with the thought, "I really don't need to be thinking about this right now."**—You may not be looking to sell any time in the next few months or even in the next few years, but it is never too early to get your financials in order. What if the perfect buyer were to walk through that door tomorrow and offer 3 times what you would ever think to ask. Would you be ready to sell your business?
2. **You assume that the company will run fine without you after you exit.**—Being a business owner takes a lot of skill and [certain type of personality](#) that not everyone has. You will need to plan ahead for a transition period to new ownership, whether it involves you or others training the new owners. No exit strategy plan is complete without preparing for this important transition period that typically comes prior to your final exit.
3. **You believe that your clients will be perfectly fine with a new owner.**—When considering your client list (which is almost a third of the value of your entire business), really try to imagine how you would feel if you had built a relationship with a particular company and the owner exited the business suddenly or died. How comfortable would you be jumping right in with a new owner? Now apply this to your clientele. How much of your client's trust is based around YOU?
4. **You think, "I don't need to worry about what comes next."**—Maybe you believe that you have everything strategically planned out, but have you considered what actually exiting the business you have worked so hard for might do to you emotionally? If you haven't planned properly and considered what you're going to [do once you exit your current business](#), you may be at a loss, and at a higher risk of seller's remorse. Do yourself a favor and have a strategic plan for what you will do once you exit. Whether it's traveling, spending some quality time with the family or jumping right into another business venture, having a [exit plan](#) will make your personal transition easier.
5. **You don't think you need any help exiting your business.**—This is probably the biggest mistake that owners make when they are considering selling their business. They believe that they can take on all of the exit planning paperwork and valuation needs on their own.



They believe that they will be able to promote an unbiased view of the business and accurately present its successes as well as its flaws. Here it is important to note that your company has been your baby, whether you have been

running it for a few years or 20. You have invested a large portion of yourself and your time into your business. And just as with any parent, it is incredibly difficult for them to see flaws in their own children. Having outside help will be invaluable to you. Have a professional valuation and exit strategy plan in place, and work with an exit planning company that will be able to walk you through every step of the exit strategy planning process in a professional and timely manner.

Solution: Build an Exit Plan!

When planning the next steps of your company, don't allow yourself to become overwhelmed or upset. Creating an exit plan strategy means you are doing what is best for you and your company. You are making a decision to plan for your future while still living actively in the present. No business strategy can be more successful than that.

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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