

## **SELLING A BUSINESS IN 2018**

1. Selling a business in 2018 is an entirely different process than it was in 1995.
2. Since 1995 it is obvious that technology has changed the way we look at the world and the way the world looks at us.
3. Technology has dramatically changed the way things are done in Business, Education, computers, health, transport, infrastructure and much more.
4. Australian Business Sales, through Industry research and years of experience, has concluded that at the time of listing the business for sale, it is crucial that both the seller and the Business Divestment Specialist have full disclosure.
5. In other words, be clear about what parties want, including clear expectations and outcomes in relation to time frames, prices, information required, performance criteria and all issues that can be of concern and effect a positive outcome for all parties.
6. We at Australian business sales Corporation believe it is imperative when clients wish to sell their business to be prepared and ready for sale.
7. It is crucial that all and as many issues and requirements are covered at the point of listing the business and preparing it for sale.
8. This includes such things as:
  - a. Up-to-date financials for 3 years
  - b. Intellectual property
  - c. Trade Marks and Logos
  - d. Website, emails etc
  - e. Client Data Base
  - f. Systems in place for new purchaser
  - g. Policies and procedures in place.
  - h. Leases and rental details including options to extend
  - i. Employee details and rosters if applicable
  - j. Taxation status, is your BAS up to date?
  - k. Employees superannuation up to date
  - l. Associated costs for admin fees if applicable, Engagement and Marketing Fees, Commissions and Success fees, Information Memorandum fees etc.
  - m. In some cases, some of the fees are payable when you list and are refundable when the Business is SOLD and settled.
9. Sellers must be educated at the time of listing, be aware of having unrealistic expectations.
10. This can happen though the Business Broker or Divestment Specialist failing to disclose (albeit accidentally or unknowingly) correct information that can affect the outcome.
11. Australian Business Sales understands the importance of the relationships between the parties and can include:
  - a. Lawyers,
  - b. Accountants
  - c. Investment Advisors
  - d. Other business owners
  - e. Other directors
  - f. Clients
  - g. Suppliers and many more.

## PREPARATION

12. After 30 years in business and being involved with hundreds of Business Sales in Australia, we know that one of the secrets in selling your business is in the way it is prepared and presented for the sale.
13. The secret in selling a good business is the way it is listed and presented in the first place.
14. This includes the information mentioned above in paragraph 8.
15. Australian Business Sales have heard it all, our conclusion is that full Disclosure, Professional Preparation and all the business information are imperative at the time of listing and that realistic expectations and outcomes are almost obvious so that the seller is not under any false impressions.

## Australian Business Sales Corporation Pty Limited

16. Australian Business Sales, after 30 years of Trading follow full compliance with Government and Consumer laws including necessary licensing including following a strict code of conduct.
17. With an established team of over 50 combined Professionals and accredited business divestment specialist, lawyers, accountants, IT professionals, system professionals' graphic designers, marketing team have proven that we are serious about doing business and providing the best possible service to our valued clients.
18. Choosing the best Business Divestment Specialists is paramount to the sale of your business.
19. Australian Business Sales are fully accredited and licensed in all states of Australia.
20. Australian Business Sales understand and knows what the buyers want and expect in 2018
21. Business Valuers", Business Marketing, Trade Mark, Branding and IT specialists.
22. Offering "Full Brokerage Services" where you concentrate on running your business while we prepare the business for sale, market and sell the business for the best possible price and outcome. (commission applies)
23. DIY "Do It Yourself "service where we do the marketing, send you the enquiry and you handle the actual qualifying and negotiate the actual sale with no commission.
24. This option is usually available for businesses under \$ 200,000 sale price

So, contact us today for the best most professional advice and service on the best way to successfully sell and or divest your most asset, "**Your Business**"

**Contact Noel Currie on 0418741814**

*Licensee/Director for the best possible outcomes for you and your business in 2018*

e: [noel@australianbusinesssales.com.au](mailto:noel@australianbusinesssales.com.au)

[www.australianbusinesssales.com.au](http://www.australianbusinesssales.com.au)  
[www.onlinebusinesssales.com.au](http://www.onlinebusinesssales.com.au)