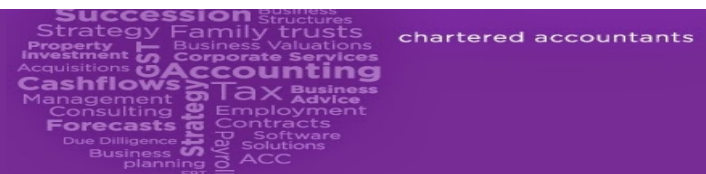


# Preparing Your Business for Sale

What next?

Session 5 of 6



# Background

- Babyboomers looking to sell
- Only 20% of businesses actually sell
- Being prepared - at any time for a sale
- Due to the GFC many people have delayed selling
- It is expected that over the next ten to twenty years there will be a glut of businesses for sale
- See article titles "Why Baby Boomer business owners may retire with nothing"



# Previous Seminar series

All available on video on our website

- Seminar 1 re-engineering your business with Brent Wilson.
- Seminar 2 – Experiencing the sale from a seller perspective with Doug Hitchcock and Hugh Chapman.
- Seminar 3 – What are buyers looking for from a buyer perspective with Paul Ayers and Myles Cooper
- Seminar 4 Transitioning a manager into your business with the possibility of them buying your business

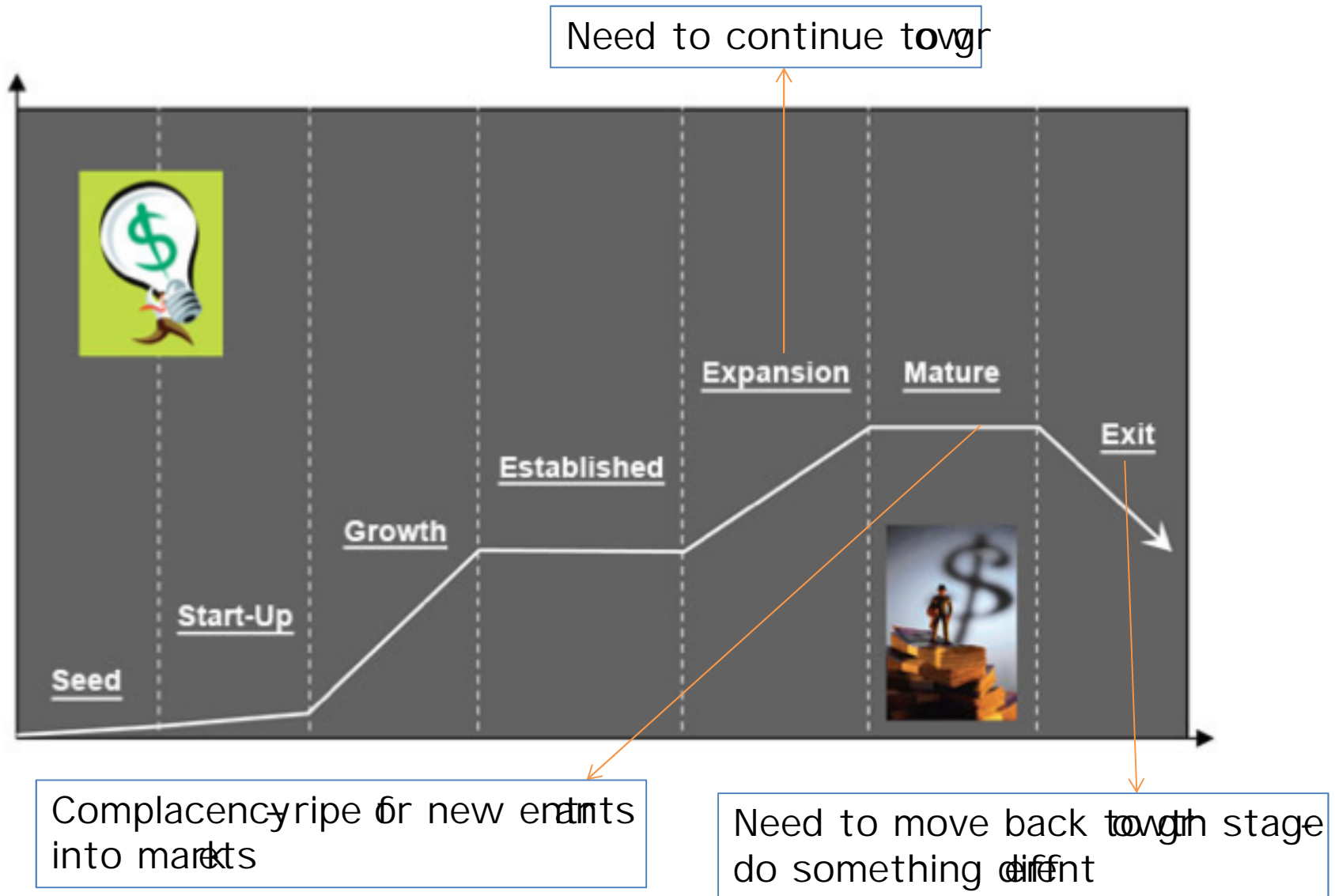


# Redundant owner

- "ZOMBIE OWNER" – Paul Ayers
- Not selling when the business is at its peak
- Letting the business run down as they have lost enthusiasm.
- Receiving a lower sale price than if they had sold at the right time.
- No longer wanting to spend all their time at work.
- Difficult to keep up to date with new technology processes and/or statutory requirements.
- Feeling like they have just had enough.



# 7 stages of the Business Cycle



# Ways to improve value

- Advisory Team
- Management Reporting
- KPIs (Key Performance Indicators)
  - Critical issues that can be measured and tracked on a regular basis



# Dashboard



# What do buyers want

## Financial

- Strong Cashflow
- Profitability
- R.O.I.
- Growth
- Realistic Pricing

## Strategic

- Synergies
- Products or Brands
- Customers or Databases
- Distribution Channel



# What next

- Have a plan  
“failing to plan means planning to fail”
- Utilise other resources – talk to advisors, valuers, others who can help
- Do the basics, shareholder agreements, insurance policies, etc. it's all about making sure things are in place.
- Talk to us, we are experienced business advisors who have a background of assisting businesses to get ready for sale. We are happy to come and chat about what you need to do in your business to ensure you get maximum value.