

Selling Options

- A. Transfer/Sell to Family/Sell to Employee
 - Pro: They know your business
 - Cons:
 1. They tend to undervalue your business
 2. Difficulty financing
 3. May require significant seller financing
- B. Do it Yourself - For Sale By Owner
 - Pro: You know your business best
 - Cons:
 1. Time required, not focused on business operation
 2. It's a hassle
 3. Inexperience
 4. Dealing with buyers
- C. Use Your Attorney
 - Pro: You know and trust him/her
 - Con: No professional expertise
- D. Use Your Accountant
 - Pro: You know and trust him/her
 - Cons:
 1. No professional expertise
 2. Different valuation model
- E. List with a Commercial Real Estate Agent
 - Pros:
 1. LoopNet exposure
 2. Possible lower commission
 - Cons:
 - Different type of buyers
 - Different advertising
 - Lack of confidentiality
- F. Hire a Business Broker
 - Pros:
 - Handles buyer inquiries
 - Qualifies buyers' ability and resources to buy
 - Confidentiality
 - Guides sales/closing process
 - Con: Cost for service – Do you ever pay someone for a service you cannot do?