

5-Step Business Selling Prep

Getting Your Business Ready to Sell Someday — for Your Files



Marketing

Marketing is the most important component of your business strategy — making money. It is important that you clearly define your marketing strategy and competitive position. Your marketing strength is what the prospective buyers will be buying.

www.NovarsGroup.com/marketing

Expansion

The strength of your markets will determine the overall value of your company. The stronger your marketing position, the greater value of your company when you are ready to sell. Use this guide to develop market expansion plans :

www.NovarsGroup.com/expansion

Finances

Your sales presentation that you give to prospective buyers will include company financials for the past three years. You should prep your business to show a 2 or more year up-tread that supports your market value: www.NovarsGroup.com/finance

Valuation

The buyer's perceived "value" will determine the price. That is your challenge when setting the value for your business. The price that you get for your business will depend on how you market the business and to whom you market the business:

www.NovarsGroup.com/value

Needed?

How would you go about selling your business when it's ready? Speak with us. We will prepare the necessary documentation and find qualified buyers. Plus arrange all related tasks to close the deal. You focus on your business to maximize the sale:

www.NovarsGroup.com/help

