



SELLER INFORMATION PACKET

WHY USE A BROKER?

Partnering with a Business Broker or M&A Intermediary provides you with a significant advantage that can literally make the difference between a successful outcome and a failed deal. Your Business Broker will work with you through all aspects of the sale including valuation, marketing your business, meeting with buyers and closing the transaction. Benefits of using a Business Broker include:

Maximum Exposure

Through the vast Coldwell Banker Network as well as various media methods, including several independent web sites.

Time

You will conduct your business without interruption. We handle the telephone calls and arrange for a convenient showing time.

Qualified Buyers

We eliminate those buyers that do not have the skills or the money to buy.

Results

There is no fee for our services unless your business is sold.

Confidentiality

Your employees, customers or competition need not be aware you are selling your business until the transaction is complete.

Professionalism

Coldwell Banker M&A brokers are trained professionals who are schooled in courtesy and diplomacy. They are ready to help you through the maze of red tape and details toward the successful sale of your business.

Advertising

Coldwell Banker M&A pays the cost of marketing your business. The ads are written by professionals and you get the results.

Negotiation

Our mediation helps minimize the effect of sellers' and buyer's egos in the negotiation process.

Follow Up

We can follow up on any prospect without weakening your sales position.

Synergy

Only 10% to 20% of those buyers who respond to a particular ad buy that type of business. Only one in 400 buy that particular business. Your business will receive exposure to qualified buyers even in weeks when it may not be advertised.



Mergers & Acquisitions

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SELLER TUTORIAL

This Seller Tutorial provides the basic steps to selling a business. Because selling a business can be a complicated process, this tutorial cannot replace the advice and services of a professional Business Broker, attorney and CPA.

DECIDING TO SELL YOUR BUSINESS

Prior to engagement, the Coldwell M&A team works closely with the prospective client to bring focus and objectivity to the decision of whether to sell.

We explore the client's goals and review the available alternatives, consider the timeliness of the transaction, educate the client about the issues involved in completing a transaction and discuss valuation parameters.

CONDUCTING RESEARCH & ANALYSIS

During our initial due diligence phase, the experience that our team brings to the process enables them to recognize and capitalize on values that others may not see.

We assess the company's strengths and weaknesses, analyze historical earnings and projected future performance, review the company's operations and management infrastructure, and research the company's industry and competitors.

This stage culminates in the creation of a comprehensive confidential offering memorandum that describes the client's business and highlights the strengths of the company.

MARKETING YOUR BUSINESS

Our rigorously planned marketing strategy draws on an extensive network and proprietary database. We prepare a well-researched list of potential acquirers that includes strategic buyers, high net-worth individuals, and private investment groups.

We create a controlled "auction" environment where multiple buyers compete to acquire the company, then we select the winning bid and negotiate an agreement in principle.

COMPLETING THE TRANSACTION

During this stage, the agreement in principle is negotiated and formalized into a definitive agreement. Coldwell Banker M&A plays a critical role during final negotiations and buyer due diligence when transactions may falter.

We guide the transaction to closing by introducing, if necessary, competent legal and accounting expertise, assisting the client's other counsel to structure a transaction that minimizes the potential tax consequences. We can assist management during buyer due diligence and address sensitive issues, bringing the transaction to a timely and successful close.