

By The Staff at Sunbelt Network

Confidentiality

As the seller of a business, one of your most legitimate concerns is confidentiality. SUNBELT business brokers specialize in keeping all aspects of your business and your desire to sell confidential. Of course, certain information about your business must be disclosed to potential buyers. However, this is only done after your SUNBELT broker prescreens, filters and registers every prospective business buyer. All business sellers are concerned that their competitors or employees will discover that their business is for sale. SUNBELT brokers act on your behalf as your business for sale intermediary. If you engage a SUNBELT broker, he or she is working for you to sell your business in the most professional, discreet and effective way possible.

Time and Expertise

Many first time business sellers either think about selling their business themselves. Over time, the vast majority of these business sellers come to the conclusion that it is extremely difficult, if not impossible, to sell a business while running it day-to-day. In addition, keeping a potential sale confidential from employees is next to impossible. A SUNBELT business broker has the experience to handle the sale of your business in an efficient and professional manner. They know the procedures, the forms required and the proper methodology to protect you during the sale process. An experienced business broker, who has spent a number of years developing an understanding of the current market and acquisition process, can be invaluable in helping you sell your business.

Professional Marketing and Representation

Your SUNBELT business broker will prepare a Business Profile and/or a Confidential Business Review. These are informational packages that your SUNBELT broker uses when promoting the sale of your business. The SUNBELT business Profile is a single page marketing piece and its purpose is to present all the important details about your business; its basic financials, your facilities, your employees and a verbal description of your business. It is easy to read and provides a snapshot of your business in an attractive and effective way. The elements of a SUNBELT Confidential Business Review are more detailed and similar to what you might find in a business plan that is prepared for a bank. It will be essential should a prospective buyer of your business require third party financing. These packages are essential tools when representing a business for sale.

A Business Environment

At SUNBELT, we are "The Place to Go to Buy or Sell a Business". With hundreds of offices and more than 1,000 brokers nationally and around the globe, we have offices where prospective business buyers and sellers can meet with a professional to discuss the potential sale of a business. Many independent business brokers operate out of their homes and by themselves. SUNBELT office owners have made substantial investments in their communities by opening offices and hiring other professionals to help grow their business and provide the human and intellectual capital to get the job professionally done. They are here to stay. Eighty percent of our business buyers purchase a business that is different from the one they originally inquired about. To attract serious business buyers, a brokerage office must have enough businesses for sale in house. Your SUNBELT broker will have many buyers in the wings waiting for the right business. By working with SUNBELT, your business will be introduced to the right kinds of business buyers at the right time SUNBELT's filtering and prescreening process will ensure these buyers are financially and operationally capable of buying your business. You want to make sure that the prospective buyers who are going to be looking over your proprietary business information are both serious about and capable of purchasing your company.