

Deal Advisory

BUSINESS SALE PROCESS

Planning
1-60 months

Preparation
1-2 months

Buyer
Attraction
1-9 months

Sale
1-3 months

PHASE 1 - PLANNING

Step 1: Define Shareholder Goals	Determine the reason for selling the business (e.g. retirement, strategic exit). Establish financial goals and desired outcomes.
Step 2: Value Optimisation	Deciding what you can do to enhance the value of your business
Step 3: Appraisal	Business broker undertakes appraisal of business to provide a likely sale price is agreed upon.
Step 4: Agreement	Engage professionals including business broker, accountant, lawyer and financial planner or tax advisor.

PHASE 2 - PREPARATION

Step 1: Preparation of Sales Materials	Development of business teaser document and confidential information memorandum (CIM).
Step 2: Preparation of Marketing Plan	A plan is developed by business broker to reachout to potential buyers and a buyer target list is created.
Step 3: Preliminary Diligence	Meetings with business broker, accountant and lawyer to review and assess potential questions and commonly requested due diligence documentation. Collection and review of available preliminary diligence documentation.
Step 4: Data Room Building	Creation, housing, management, and population of the data room.

PHASE 3 - BUYER OFFERS

Step 1: Buyer Engagement	<p>Initial Contact by business broker with potential buyers based on marketing plan. Screen for strategic fit, and financial means prior to continuing the process.</p> <p>Please Note: All marketing and buyer outreach is confidential. The identity of the business will not be disclosed pre-NDA.</p>
Step 2: Providing Documentation	<p>Buyers complete and NDA and then are provided with the Confidential Information Memorandum (CIM).</p> <p>Buyers may request further information (RFI) at this stage to validate information in the CIM.</p>
Step 3: Buyer Interviews	<p>Arranging buyer interviews with shareholders where the buyer is determined a strategic fit.</p>
Step 4: Offers	<p>Non-binding offers are presented from potential buyers.</p>
Step 5: LOI Signing	<p>Select preferred buyer and facilitate acceptance and endorsement of a Letter of Intent (LOI) by both parties.</p>

PHASE 4 - SALE

Step 1: Diligence Activities	<p>Receipt of buyer diligence list, compiling data and assisting with the collection of further information.</p>
Step 2: Team Coordination	<p>Introductions of buyer's and seller's professional transaction teams (lawyers, accountants and brokers).</p>
Step 3: Definitive Agreement Negotiations	<p>Work with lawyers to draft and negotiate the definitive agreements (eg Contract of Sale).</p>
Step 4: Sign Agreement	<p>Acceptance of offer (contract of sale) and settlement.</p> <p>Transfer assets, licenses, and intellectual property. Notify employees, customers, and suppliers as needed.</p>
Step 5: Post Sale	<p>Provide agreed post-sale support and ensure all final payments, including deferred payments, are received.</p>