

SELL YOUR BUSINESS LIKE A BOSS

BUSINESS TRADERS

FAST.DISCREET.SOLD

YOUR TRUSTED PROFESSIONALS IN BUSINESS SALES



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1. Preparation

Is your business ready to go to the market? In this phase you need to look at each facet of the business ensuring that it is functioning optimally and can be passed onto a new owner. A vital part of this the financial position of the business and how this reflects in your financials and/or management accounts. Remember that these documents are the buyers first window into your business and will strongly guide a buyer on whether to take a closer look and most importantly on how much they would be willing to pay for the business.

Book an appointment with Business Traders. One of our trained experienced brokers can give you great insights.

2. Valuation

It is vital that you understand what the true value of your business is and how this aligns with your expectations and requirements. Many businesses don't sell because the Seller did not understand the true value of their business.

At Business Traders we utilize a combination of established methods to value your business depending on your business type.

We also understand the market and can advice on the market trends to ensure you get the most out of your business sale.

3. Information Memorandum

At Business Traders we have refined a comprehensive marketing document which puts all the key information of your business in an orderly and presentable manner.

While at the same time keeping the important details of your business confidential.

An old saying "*First Impressions Count*" has never been more apt. A well drafted Information Memorandum will show off your business to selected buyers.

While providing a comprehensive snapshot of your business, important detail of your business are kept confidential.

4. Identifying Buyers

The market is full of buyers ,however, only a small percentage of these buyers have the financial ability and desire to purchase a business. The reality is that many buyers are hopeful window shoppers who never take action.

At Business Traders we have a comprehensive listed of registered buyers who are ready to take action.

5. Marketing

How do you market something widely and keep it a secret at the same time? That is exactly what we do best. It is vital that a business is marketed as broadly as possible to ensure that the best buyers are identified while at the same time ensuring the businesses confidentiality is maintained. At Business Traders we have refined our marketing techniques which are proven to provide results for our clients. We are also very proud of our unique ACCELERATED SALE PROGRAM which is designed to ensure a business is sold in the shortest possible time frame at the best market price.

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6. Qualifying Genuine Buyers

In order to ensure your business confidentiality, a Business Trader Broker will take the time to qualify a buyer. We ask them certain key questions prior to providing them with your business details and take time identifying and verifying our buyers. Where necessary, we request certain standard documentation and further supporting documentation. Various consumer checks may be performed depending on the circumstances. No buyer will be introduced without a confidentiality agreement in place.

7. Sales Structure / Agreement

This phase of a business sale can be extremely emotional and even stressful for buyers and sellers. At Business Traders we clearly lay out and guide both parties in the process to ensure it is as smooth as possible for all involved.

Our agreements have been used in many sales and we are also able to provide sound advice on sale structures based on our industry knowledge. We welcome working with your accountants and attorneys at this point to ensure the comfort of all parties involved.

8. Due Diligence

This is a vital phase for any buyer, whereby they look to verify the information they have been presented with.

By working with BUSINESS TRADERS through the stages leading up to due diligence, the process will be less stressful, more organised and faster. A successful due diligence leads to confirmed sale. This step is best done well!

9. Handover

This is the critical final step to the sale process and Business Traders, will continue to guide you through this process to ensure you are completely satisfied with the sale and that the handover is done correctly, and all loose ends tied up. This is the final step to the sale process and BUSINESS TRADERS will continue to guide you through the handover. BUSINESS TRADERS will stay involved through the handover to ensure that all loose ends are tied up and remain available for any questions that arise post sale. We're here to help!

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MEET THE TEAM

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