

# A Buyer For Every Business

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No matter how unique there is a buyer for every business. Finding your buyer and getting a sale completed is a matter of preparation, not luck. The right preparation incorporates a business element and a personal element. Both are important.

Effective business preparation results in a potential buyer having a clear understanding of how the business is likely to perform after you have left. Beyond just the profitability it means the buyer is clear on what they are taking on and how it fits with their particular personal plans. A lot of the business preparation work you can and should do yourself, under the guidance of a good business sale advisor - participating in this preparation takes time, but puts you in a much better position to understand your business through the eyes of a buyer.

The most important aspects include understanding the answers to these typical buyer questions;

What will happen when the seller leaves? How can I work with the seller to successfully transfer all of what they know about the business and the industry? What has been the historical profit performance (over say four years) of the business net of all the personal, one-off and abnormal

expenses? What is the future, potential profit performance of the business and why?

In terms of personal planning you as the business seller need to have a post-business life plan - what you want to do and how you will spend your time. Think this through thoroughly and talk to your nearest and dearest. If you have started or grown a business through many years of personal energy, passion and dedication it can be harder than you think to let go. Selling any business of any size has its challenges and frustrations. One of the important advantages in being clear about post-business life is that it will provide the motivation to work through the difficult and stressful moments in a business sale.

If I had to pick the four most important "secrets" of success to getting a sale done on your terms and in your timeframe here they are;

Evaluate your business through the eyes of a buyer. Understand that the value of your business will, for legitimate reasons, be different for each and every buyer. Start the preparation process 2-3 years out from when you ideally want to sell. Don't just rely on advertising - with a little effort you can identify prospective buyers from your own network, local area or industry.

## About the Author

Michael Kerr founded Kerr Capital and [www.sellyourownsmallbusiness.com](http://www.sellyourownsmallbusiness.com) and says he is about ensuring two things - "That when the time comes, small business owners sell their businesses on their terms and in their timeframe". Adding "that when aspiring small business owners acquire the right business on the right terms. He does this by advising, coaching and educating small business owners. The biggest contributor to the successful outcomes he has had are attributable directly to the

ongoing, day to day interactions he has with small business owners. Throughout his career he has spoken to hundreds and hundreds of small business owners about why they got into business, about financing, improving, valuing and selling and about what they intend to do post business. Understanding the complex mix of personal, family, emotional, financial business issues is vital to Michael working successfully with small business owners.