

## Typical Steps When Selling a Business

### STEP 1 – Interview Your Professionals and Business Broker

The decision to sell your business and the process can be rather complicated. You will find it helpful to talk to a couple of business brokers, your accountant, attorney and possibly other professionals prior to moving forward with your decision.

At AEGIS we provide free, no obligation, no pressure consultations conducted by our Managing Broker and your Accredited Business Intermediary.

### STEP 2 - The Initial Meeting

Your initial meeting will be held in the strictest of confidence supported by signed confidentiality agreements. We can schedule your meeting at your place of business during non-business hours, at our office in Fayetteville or we have access to private offices throughout the area.

During this meeting we will talk about your reasons for selling, the best timing for you, what you are planning to do after selling, how sellable your business is, how we determine a market value and the process of selling a business in general.

We will conclude the meeting with a list of items we need to determine the market value of your business.

### STEP 3 - Market Valuation

If you decide to take the next step, we will require the information listed on the sheet provided at our initial meeting. You can send it electronically, drop it by our office or we can pick it up.

The market valuation process takes approximately 7-10 days and will include 2-3 methods of valuation, comparables of similar businesses for sale and businesses sold. When we have completed our market valuation, we will contact you for a follow-up meeting at no cost to go over our findings with you.

### STEP 4 - The Listing

If you decide to list your business for sale with AEGIS Business Brokers, LLC, we will start the marketing at the mutually agreed price.

No Fees will be due until we close on the sale of your business.

We have some of the lowest fees in the business brokerage world as part of our credo to maximize your return.

We also provide the Escrow Attorney and the Closing Attorney for every transaction at our cost.

### STEP 5 - Marketing Your Business

Your business will be marketed confidentially utilizing blind ads and limited business summaries.

We market on all the major national business for sale websites, email blasts to our large list of buyers, our own websites and specific business for sale domains, multiple social media outlets, Pay-per-click Google Adwords and FaceBook campaigns, trade specific sources, plus direct mail & telemarketing to potential buyers **(OVER)**

## STEP 6 - Non-Disclosure Agreement

Every inquiry we receive is responded to with Non-Disclosure Agreement (NDA) for electronic signature that includes a limited summary of the business opportunity. This limited summary does not include any business identifying information. The goal is to generate additional interest.

## STEP 7 - Confidential Summary

When we receive a signed NDA we send out a summary of the business opportunity with the company name, description details, total sales, cost of sales and cash flow for three years.

This helps the potential buyer to understand if this is the type of opportunity they are seeking.

## STEP 8 - Qualifying the Buyer

We do not send out any detailed information, financial or otherwise to a potential buyer until we have qualified them as being able to complete the transaction at your price.

If the potential buyer is qualified we will send them a "Confidential Business Report". The CBR goes into detail about the business opportunity including the financials no deeper than information that would appear on a P&L or Balance Sheet.

At this point we determine with the buyer if there is reason to move forward, tour the facility and meet you. In other words.....you have been free to run your business without interruption or riding an emotional roller coaster from having potential and sometimes unqualified buyers (tire kickers) making demands of your time.

## STEP 9 - The Offer

If the buyer wants to proceed after meeting you and touring the facilities, we help prepare a written offer. There usually are at least three contingencies; due diligence, loan approval and lease negotiations.

You usually have 72 hours to accept the offer and then the buyer has 72 hours to make a deposit in an escrow account.

## STEP 10 - Due Diligence & Contingencies

Due diligence is where the buyer looks at all your records in detail as a way of verifying what they have been previously told. We do not allow it to be a place to open negotiations. The due diligence contingency allows the buyer to withdraw their offer for no stated reason with no penalty. Their entire escrow deposit will be returned.

After due diligence the remaining contingencies are more binding and the buyer must prove they were denied a loan or lease, etc.

## STEP 12 - The Asset Purchase Agreement

We prepare the first draft of the APA which includes all the finer details of the offer. This document generally is reviewed by the buyer's and seller's attorneys and then we prepare the final draft. It will be signed by all parties at the closing.

## STEP 13 - The Closing

After all the contingencies have been met, the closing is scheduled. The closing will include a review of all the sale related documents, the asset purchase agreement (APA) and a closing statement.

You will receive your proceeds minus any liabilities that you agreed with the buyer to pay, AEGIS will receive their success fee and AEGIS will Pay the Fees of the Escrow and Closing Attorneys they provided