



THE SELLING PROCESS



VR 5 STEP PROCESS TO SELL A BUSINESS

1. GETTING TO KNOW YOU

At VR Business Sales we take the time to learn about your business and understand your position in the marketplace. During our initial meetings we will work with you in establishing your personal and business goals. We will record all of the information in detail in order to develop an initial business profile document. We will explain the entire selling process to ensure it meets your expectation. This includes advising you on pricing and structuring, preparing a marketing package, advertising your business, interviewing buyers, negotiating on your behalf and doing everything necessary for a smooth sale.

2. VALUATION

We will gather the information we have obtained to develop a price for your business. The exercise of business valuation consists of both determining the present value of your business and a research on determining “where is the value” in your business. We have found that often the biggest value in a business is beyond the financial statements of the company. Value is not all about multiples of past profit.

3. BUYER RESEARCH / MARKETING

We will utilize various proprietary database available exclusively to VR Business Sales to research and identify prospective buyers who are qualified and able to buy a business. We will also be utilizing the VR network of offices located in Europe, USA and South America to locate overseas buyers for your business. It is extremely important to look outside your own industry if you want to achieve maximum value for your business. At VR we also utilize certain business for sale websites to generate new buyer inquiries. We will thoroughly vet these buyers for their ability, willingness and readiness to buy a business. The key in selling a business is showing it to the right person. A larger number of qualified buyers mean a higher price for your business. Because of the VR Network dominance in the marketplace, we have hundreds of buyers calling and a backlog of qualified prospects searching for businesses.

4. BUYER MEETINGS

All initial showings of your business will be conducted by the use of VR’s exclusive use of secured Virtual Data Rooms. The use of Data Room allows us to deal with buyers from all over the world. We will provide qualified buyers sufficient information to “view only” prior to them making a trip to meet with you in person. This further increases the time you get to spend running your business instead of preparing documents to show. All initial meetings are managed and led by our Deal Managers. On average we will speak with over 200 buyers and meet with 8 to 10 serious buyers, of which 2 to 3 will indicate strong interest to progress further.

5. OFFER TO PURCHASE

We know how to structure transactions to minimize the chance of a problem. We use our experience from thousands of sales to develop terms that work for everyone. We prepare the offer using the appropriate documents and clauses. The offer, accompanied by a deposit and information about the buyer, will be explained to you. We will counsel you on your options of accepting, countering or rejecting the offer and on what has to be completed before closing can take place. We will coordinate with all parties to keep the process moving to a closing in a timely manner. Your Deal Manager will support you through the due diligence and legal process.

If you found this information useful and you'd like to find out more about how we can help you sell your business for maximum value, please call us on 1-780-469-4769. You can also email us at info@vralta.com or visit our website at www.vralta.com.

VR Business Sales has attained the position as Alberta's market leader in the sale of privately owned companies as result of our Valued Representation. Our clients choose us because, through our proprietary marketing network, we are able to achieve significantly higher sales values than are typically achieved. Since 1979, VR has built up a reputation based on trust, integrity and mutual respect.

