kelly Business Advisors LLC

Business Selling Process

STEP		TIME LINE	GOALS
1	COMPLIMENTARY MEETING	1 TO 2 HOURS	Confidentially; Overview of Seller's business; Education on process to meet Seller's objectives
2	ESTIMATE OF VALUE (EOV)	2 TO 3 WEEKS	Learn Broker's opinion of value; What is the market for selling?; How to market your business; Recommendations to increase value
3	ENGAGEMENT AGREEMENT	1 TO 2 WEEKS	Services, Terms and Fee Structure scaled to your business; Transaction Team
4	PREPARE MARKETING MATERIALS	4 TO 6 WEEKS	Information Request; Seller Interview; Customize Marketing Campaign; Prospective Buyer's List
5	SIGN OFF	3 HOUR	Marketing materials and buyer's list signed off prior to going to market; Do not call list; Expectations
6	MARKETING CAMPAIGN	2 TO 4 MONTHS	Execute customized Marketing Campaign; Conference Calls with Potential Buyers; Solicit Indication of Interests
7	INDICATION OF INTEREST (IOI)	3 TO 5 WEEKS	Material deal terms negotiated in the IOI
8	SELLER PRESENTATIONS	2 WEEKS	If there is a high level of interests, only Buyers that meet the criteria of the Seller will have a meeting with the Seller
9	LETTER OF INTENT (LOI)	3 TO 5 WEEKS	Fine tune the IOI and when executed, the LOI will give an exclusive period of time to work through Due Diligence
10	DUE DILIGENCE	2 TO 4 MONTHS	Complete Purchase Agreement, Supporting Agreements, Financing and meet all requirements to close the transaction
11	CLOSING	1 TO 2 HOURS	A great day to begin the next chapter of your life

Valuations | Mergers | Aquisitions