



barkerbusinessbrokerage

BUSINESS SALES WITH INTEGRITY

Barker Business Brokerage Limited • Real Estate Authority (REA 2008)



COMPLETE CLIENT GUIDE



0800 SELL BIZ

www.barkerbusiness.co.nz



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OVERVIEW

If you are considering selling your business, then 'now' is the right time to talk to us.

When we started operating in 2007, our goal was to ensure our clients received the most comprehensive and seamless service available, from their initial enquiry, right through to completion.

We have upheld this goal to this day and will continue to offer a better service as here at Barker Business Brokerage, we rely on honesty and integrity, all demonstrated in the fully confidential and personal service we deliver.

LESS IS MORE...

While we may not be the biggest brokerage firm in New Zealand, our team of selected, highly skilled brokers are a result of investing in training and mentoring programmes, something other places do not provide.

Our brokers only take on a handful of good businesses at a time, knowing they can sell and actually 'do what they say they'll do'. They have first-hand experience of what it takes to sell a business and we can easily match their industry expertise with your requirements.

ABOUT THE BARKERS

With vast and varied industry backgrounds behind them, from Agricultural Service Industry, IT, Hospitality and Sales, the founders of Barker Business Brokerage noticed a gap in the market for an ethical, reliable, personal, and family run business brokerage firm. By always communicating with buyers and sellers, the Barker team have managed to build a very successful and reputable business brokerage that you can depend on.

WHY CHOOSE BARKER BUSINESS?

Barker Business Brokerage is a family operated, specialist business sales agency. We have a team of high calibre professional brokers, most of whom have owned their own business before, therefore have an excellent understanding of what both vendors and purchasers are experiencing throughout the entire process.

We may already have a purchaser for your business! We have purchasers looking for businesses nationwide and in a variety of different fields. We are likely to already have someone on our database who is interested in your specific business.

A team environment. This means that we all share prospective purchasers that are on our database, and with our proven marketing methods, ensures that we can get you the best possible price for your business.

We only list good, solid businesses that we know we can sell! And because we only take on the best, we have fewer listings so can concentrate on putting as much time and energy as possible into the sale of your business. Other agencies are happy to have 40 or 50 listings with each broker – when will they be working on the sale of your business?

Once we have a sole listing, we promise to contact you every week with an update on how it's all going. Your business is more than a job, it's your life. There is nothing more frustrating than feeling out of the loop during the process of selling it. We promise we will contact you every week with an update of how the process is going because we understand how important it is to you to have some control over this and to know what is happening.

We are proactive and we put together intelligent information on your business and thoroughly monitor all advertising.

We test and measure all advertising, changing course when we need to, ensuring your business is being targeted at the right people.

Concerned about confidentiality? Don't be. We fully understand the importance of keeping the sale of your business confidential and we are experts in marketing and generating enquiries in the strictest of confidence.

Once we have sold your business, we will refund your marketing costs.

For personalised, professional service and a free appraisal of your business, call us today.

WHAT WE OFFER YOU AND YOUR BUSINESS:

- A FREE, no-obligation business appraisal using industry standard techniques
- Promotion of your business to our extensive in-house database of registered buyers, as well as our other successful business sales websites
- In return for a sole listing, we promise to contact you every week with a progress update, statistics, and enquiries
- A detailed, professional profile of your business will be compiled along with all the necessary paperwork, contracts, and processes
- We will refund your marketing expenses once the business has sold unconditionally
- A no sale, no fee service



PREPARING YOUR BUSINESS FOR SALE

Selling a business is never an easy or simple process. However, the rewards can be great, and ultimately, life-changing; so, if you do decide to sell, there are several key issues you need to be aware of that will help you maximise your chances of success. Getting it wrong before you start can ruin any hopes of a sale and can mean many months of your time wasted.

With lack of preparation, potential experienced buyers will see straight through any flaws in the business you are selling and will quickly pass over your offering if they see any red flags.

BUYERS WON'T PAY MORE FOR POTENTIAL

We regularly speak to business owners who believe they have a potential gold mine and expect to command a high selling price based on perceived potential alone. This isn't how it works. If a business is simply a concept without a proven revenue stream, then there isn't any value in the eyes of the vast majority of potential buyers. The business must be priced correctly as buyers look at many businesses before deciding on a purchase – and they want value for money.

BUYERS ARE INTERESTED IN PROFITS, NOT REVENUE

Another common misconception is that buyers are impressed with revenue figures. Sure, they can sound good, but when it comes down to it the only numbers that matter is the Profit or Cash Surplus to a working owner that a business generates. Buyers expect verifiable financial claims so if you are going to claim revenue from a specific source, you need to have verifiable proof. It is very difficult to prove your claim if you have put cash in your back pocket.

DON'T LIVE IN THE PAST

The previous success of a business is largely irrelevant at the time of sale, especially if it has been struggling lately. Buyers are interested in recent performance (usually the last 12 months) and future sustainability and viability, especially if you operate in a dynamic space (such as with websites). We commonly hear sellers talk about how successful their business was in the past. They say, "the business has suffered after a recent drop and all it needs is a little work to get it back on track".

Unfortunately, buyers don't see it this way. They aren't interested in fixing and recovering your business, especially if you are expecting them to pay a premium. However, don't be afraid to show previous years accounts if the business has been growing steadily. Buyers love to see growing revenue and profit figures, especially if you have already made future plans for the business that seem realistic based on past performance.

HAVE A GOOD REASON FOR SELLING

The first question a buyer usually asks is "How much?". The second question is "Why are they selling?". Therefore, a logical explanation is required.

HONESTY IS THE BEST POLICY

The truth is always going to surface, so be upfront about everything from the beginning. Experienced investors understand that every business is going to have positives and negatives. There is no such thing as a perfect business. If you are honest and transparent from the start, there is less risk of a deal going sour because the buyer uncovered something during due diligence that wasn't accurate; or an instance where the truth was stretched.

Honesty is the best policy in all business transactions and selling any business is no different. Avoid surprises, as surprises will destroy the buyer's trust and the buyer will run, not walk, to another opportunity.

NEVER JUDGE A BUYER

You never know whom you are dealing with or the buying power they possess. Someone asking what appears to be a simple question could potentially be a buyer that is new to the specific industry and has deep pockets for investing. Experienced buyers will often ask the seller questions in an attempt to turn up inconsistencies and red flags.

NON – COMPETITION CLAUSE

All Directors / Shareholders will be required to sign a non-competitive clause that they will not compete in the same industry for a period of time.

ASSETS

Buyers will want to know exactly what they are buying before they make an offer. A complete list of assets is required.

KEEP YOUR BUSINESS WELL MAINTAINED

Do not decide that as I am going to sell, I will step back. Keep your business humming and make sure it is clean and appealing.

PREPARE YOUR LANDLORD FOR A SALE

Landlords can be deal killers. Buyers need to know if the lease will be assigned, or a new lease needs to be negotiated.

IS YOUR BUSINESS SALE READY?

First impressions count therefore the state your business is in when it comes to the market for the first time can greatly affect the price that is achieved. In an ideal world, you should prepare for the sale of your business the day you buy or start up.

The sale of your business should be a team effort between you, your broker, your accountant, and your solicitor.



LIST WITH A REPUTABLE BUSINESS SALES COMPANY

Using our systems and experienced sales people, we promise to strive to achieve the best possible price on today's market for you.

TIPS TO ENSURE THAT YOU GET TOP DOLLAR FOR YOUR BUSINESS...

KEY ISSUES

- Have enough time to start the process
- Be serious about the sale and treat it as a special project
- We have to make the process as easy as possible for the buyer
- Identify any issues the business has and address them
- Have explanations ready and keep them consistent
- Identify the value drivers of your business and make sure they are sustainable
- Identify possible future value drivers that a new owner can exploit

FINANCIAL

- Remove all non-business assets and liabilities from the business and the business accounts
- Complete a list of fixed assets that are going to be part of the business sale
- Complete a list of Intangible Assets which might include goodwill, intellectual property, rights, relationships. This is something we can assist with
- Clean your stock lists and dispose of obsolete stock
- Clean up accounts receivable by writing off bad debts and keep your debtors ledger up to date
- Ensure all sales go through the business books
- Remove all non-essential business expenditure from your accounts

PREMISES

- Spring clean and keep your premises in a clean and tidy condition
- Ensure you have a copy of your lease and that it is transferable
- Keep workflow areas clutter free as well as neat and tidy
- If possible, have the day-to-day operations documented in manuals, provide lists of the employees and contractors
- Ensure all contracts are up to date, signed and on file
- Keep employee files up to date, leave, reviews etc
- Make sure staffing numbers are correct
- Identify and secure key employees
- Decrease reliance on yourself, e.g. train staff or promote a General Manager

CUSTOMERS AND SUPPLIERS

- Update all agreements and secure agreements with essential clients
- Where possible ensure agreements are transferable
- Reduce reliance on one or a few customers / suppliers where possible

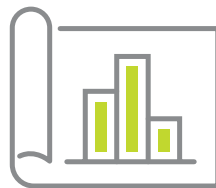
PRE-SALE REVIEW

- Step back and have a fresh look at your business through the eyes of a buyer
- We will assist you to present your business in the best possible way to enable us to achieve the "best possible price for you on today's market"

THE PROCESS OF LISTING YOUR BUSINESS



- 1** One of our specialised brokers will be in contact with you regarding the sale of your business. Preferably we would like to meet with you at a location of your choice whether it is at Barker Business premises, your office, or even a café.



- 2** Once you agree to list with Barker Business Brokerage, your broker will work with you to complete AML requirements. An Information Memorandum (IM) and a marketing plan will be compiled. Before we can effectively sell a business, we need: 3 years financials (preferably from an external Accountant), current month to month sales figures showing last year as a comparison (which is what buyers want to see), lease documents, and any other useful information.



- 3** You will be asked to provide details on your business such as why you started it, how you market your business, describe your clients, identify your competitors and potential development. Anything a prospective buyer would want to know. To make sure the IM is true and correct, we require you to sign it off before showing it to a prospective purchaser.



- 4** The business is then taken to market. It may take 1-2 weeks from the initial visit to ensure everything is done correctly and we have not rushed the process. We only get one chance to showcase your business to potential buyers as once they've dismissed it, there's no going back.



- 5** Congratulations, you are now on the way to selling a business efficiently and effectively with a much higher chance of achieving a sale at the 'best possible price on today's market'.





ANTI-MONEY LAUNDERING REQUIREMENTS

Anti-Money Laundering and Countering Financing of Terrorism

PROTECTING NEW ZEALAND

Making it harder for criminals to launder money provides a significant disincentive to carrying out the criminal activity in the first place. New Zealand has had Anti-Money Laundering and Countering Financing Terrorism laws operating since 2013.

The Government has now extended these laws to include more business and service providers as well as additional reporting responsibilities from companies in certain industries.

DOING BUSINESS AS USUAL

Barker Business Brokerage provides services covered under the AML/CFT Act and have systems and processes in place to prevent criminals from trying to exploit them. This includes ensuring we can identify our vendors and, in some cases, know the sources of our client's funds. Additionally, as Barker Business Brokerage provides services covered under the AML/CFT Act, we also have reporting requirements that relate to particular transactions as well as suspicious activities.

WHAT BUSINESS SECTORS ARE COVERED?

The AML / CFT Act now covers transactions and purchases in:

- Casinos
- Banks and Financial Institutions
- Trust and company service providers
- Lawyers and Conveyancers
- Accountants and providers of accounting services
- Real Estate Agents
- Dealers in high value goods
- New Zealand Racing Board

WHAT CAN I DO?

Generally speaking, Barker Business Brokerage ask that you simply be aware that some extra information may be required from you during these transactions. Even if you have been a client of Barker Business Brokerage for a long time, we may need to ask you to help confirm that you are who you say you are.

The information you are asked to provide will vary depending on the type of transaction.

IMPORTANT TO REMEMBER

Barker Business Brokerage is not requesting this information because we think you are laundering money – we are doing it because we are required to under the law. Together, we can help keep our money clean.

Ask us about how this will affect you or visit keepourmoneyclean.govt.nz

WHY AM I BEING ASKED TO PROVIDE PROOF OF IDENTIFICATION?

The New Zealand Anti-Money Laundering and Countering Financing of Terrorism Act 2009 (AML / CFT Act) requires a service provider to know who they are providing services to.

You are being asked to provide identification documents so they can confirm who you are.



BARKER BUSINESS USES FIRST AML TO COMPLETE CLIENT DUE DILIGENCE (CDD), SO WHO ARE THEY?

First AML are a specialist service provider who have been engaged to conduct CDD on behalf of Barker Business Brokerage.

Once you have given us your consent to complete CDD, First AML will contact you directly to collect identity information and complete the CDD process. They will send an electronic verification form to your email to complete digitally.

FIRST AML WILL ASK YOU TO PROVIDE:

- Your business legal name
- Your full name
- Your email address
- Your contact phone number

They will contact you directly by sending you an email with an electronic verification form for you to complete online.

IDENTITY VERIFICATION INFORMATION

You will be asked to provide information to confirm your name, date of birth and address. In the case of Companies or Trusts, the Directors, Shareholders, Trustees and Trust Beneficiaries may also need to provide this information.

TRUST INFORMATION

If a Trust is involved with the business transaction, the Trust Deed will need to be provided plus any Trust Amendments. Furthermore, the legislation requires that the source of funds / wealth of the Trust is provided. This is evidence proving how the Trust acquired it's funds or wealth, e.g. through the sale of assets, business proceeds, gifting etc.

HOW WILL YOUR INFORMATION BE USED?

Your information will be used for the sole purpose of conducting CDD and identity verification. Your information will remain fully confidential and will not be shared outside of First AML or Barker Business Brokerage without your consent.

APPRAISING YOUR BUSINESS

As we know and understand the market, our trained business brokers add value to the business sales process. Using data supplied by you, we will appraise your business using the best method to come up with a value or range of values that we believe your business will sell for on today's market.

One method, which is the most common method, is to use the statistics of like sales; however, this is a guide only as many factors can come into the final sale price as the process moves forward.

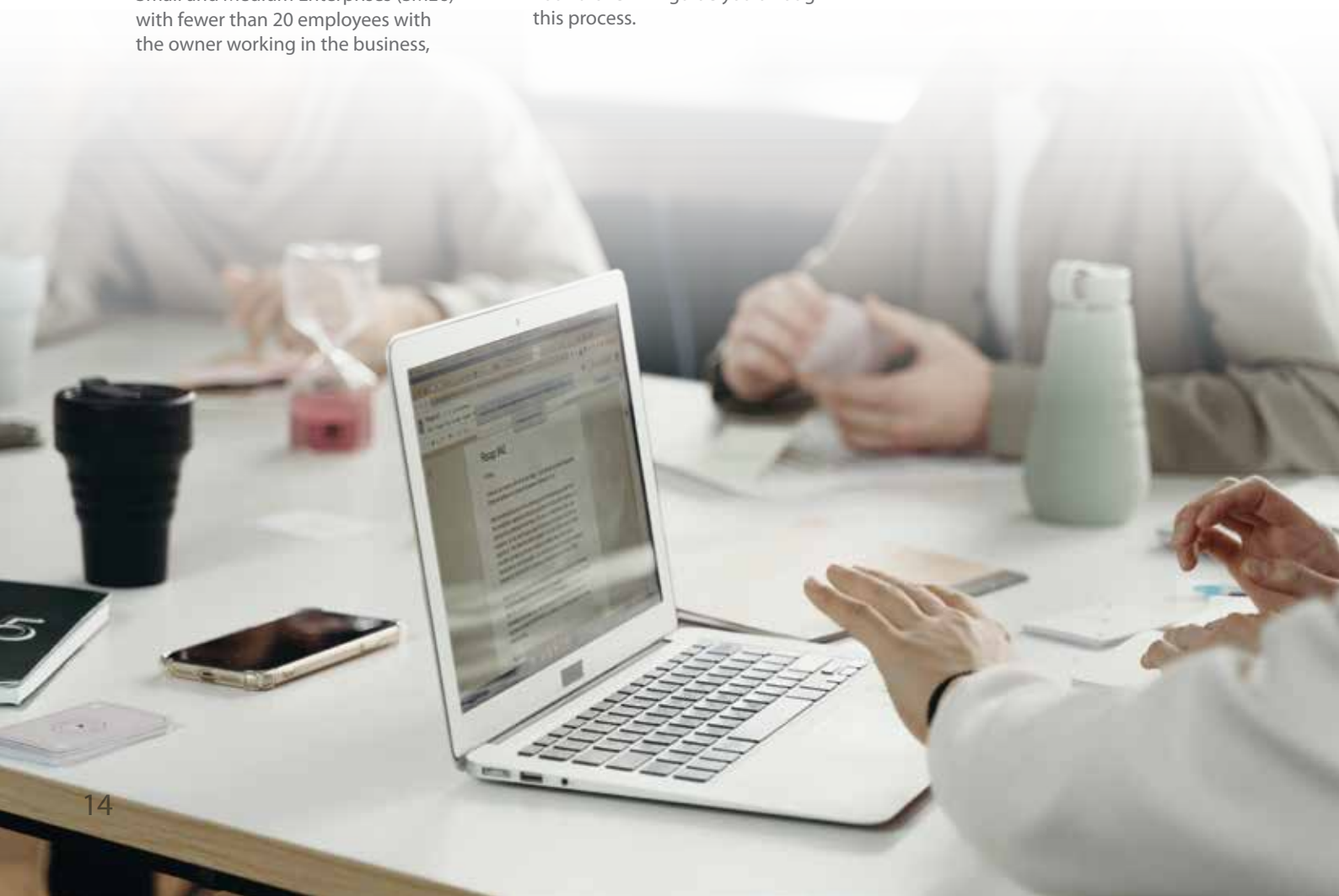
The only true test of value is an "arms-length sale" after a full marketing programme has been completed. The selling price may vary according to the motivation and negotiating skills of the parties involved.

Small and Medium Enterprises (SME's) with fewer than 20 employees with the owner working in the business,

make up the majority of business sales in New Zealand. The price to market is generally appraised by arriving at a Cash Surplus to a working owner, as most buyers want to know how much they will earn by working in the business.

Larger businesses that are truly managed are usually appraised using an EBITDA profit and then by using "Super Profits" to arrive at a price to market.

Your broker will guide you through this process.





FACTORS
WHICH MAY
REDUCE VALUE

BELOW IS A LIST OF VALUE MODIFIERS THAT
WILL INFLUENCE THE APPRAISED PRICE

FACTORS
WHICH MAY
INCREASE VALUE



Negative to break even cashflow	HISTORICAL PROFIT	Large positive cashflow
Fluctuating income / income at risk	INCOME RISK	History of regular assured profitability
Service business with few assets	BUSINESS TYPE	Assets are a major component of business value
Business growth flat or declining	BUSINESS GROWTH	Dynamic growth & potential
Less than desirable	LOCATION / FACILITIES	Above average / superior
Limited market for business	MARKETABILITY	Many qualified buyers
Highly competitive / unstable market	COMPETITION	Entry barriers / high start-up costs limit competition
Flat or declining	INDUSTRY GROWTH	Dynamic growth / more expected
Owner has personal skills / high profile	GOODWILL / TRANSFERABILITY	Customers identify with the company, rather than the owner
No status / dirty work	DESIRABILITY	Community status / desirable
Small pool of qualified staff / reliant on key personnel	EMPLOYEES	Plentiful labour / no key people

We pledge to you 'to obtain the best possible price on today's market', however, a business is only worth what someone will pay for it.

Most business sales are sold on a going concern / asset sale basis rather than a share sale.

Purchasers are reluctant to buy the shares of your company for a variety of reasons. Some reasons are: Future tax / GST implications, legal responsibility, credit history etc.

The price of a business is usually made up of 3 components: Intangible Assets, Tangible Assets and Stock.

Intangible Assets are assets that lack physical substance and can be broken down into 3 categories:

- **Intellectual Property** or intellectual assets of a business enterprise along with other intangible components of your business work environment such as, systems & processes, trade names, trademarks, customer lists, etc and organisational capabilities.
- **Rights** are agreements and contracts that your business has with another separate identity. E.g. Franchise agreements, supply contracts, customer contracts, premises lease etc.
- **Relationships** are the skills, competencies and knowledge of the workforce applied to productivity and enhancing the business. It is also relationships with customers, clients, suppliers, distributors and so on.

Tangible Assets are assets that have a finite monetary value and are usually in a physical form. Making up the physical items in your business, they are best described as plant, fixtures and fittings.

Stock is the average stock holding required to sustain the business at its current performance level. Stock is generally valued at the cost price into the business with allowances made for damaged or obsolete stock.



PREPARATION OF THE INFORMATION MEMORANDUM

It is extremely important that the Information Memorandum (IM) is accurate. One common issue that business brokers have is the Information Memorandum is completed only to find at the very first meeting with the business owner and potential buyer, the business owner states opposing views from what is written in the IM. This of course loses credibility with the buyer straight away.

The purpose of the IM is to give a prospective buyer enough information so that the buyer can decide that the business is what they are looking to buy. It should not give away personal or competitive details of your business. This information is usually divulged in Due Diligence.

Your business broker will compile all the required information for the IM and send you through a final draft copy to look through. To make sure everything in the IM is accurate, you will be asked to carefully read through and make any changes that are needed. Once you are satisfied the details are true and correct, you will be asked to sign the IM off.

SOME COMMON BUYER QUESTIONS THAT SHOULD BE IN THE IM ARE:

- Why are you selling?
- How long have you owned the business?
- Why did you buy or start the business?
- What qualifications are needed to operate the business?
- Does your partner / wife / husband work in the business?
- What is your role?
- Staff structure and staff list with length of employment. (Key staff identified)
- Any employee agreements / change in pay rates?
- Is there anyone you do not want us to release the IM to?
- Lease details? (If any)
- Full plant list
- Is there any leased plant?
- Copy of the last 3 years full financials. (An adjusted P&L will only usually be used in the IM)
- If the financials are dated, then it is usually advantageous to use an up-to-date internal profit & loss

MARKETING YOUR BUSINESS

Once your business broker understands your business, he / she will write a marketing advert to target and encourage prospective buyers to enquire further about your business. This advert is usually done with the assistance of our marketing department who are experienced in this process.

The advert will not go live in any media until you have approved and signed it off. We will abide by your instructions as to how we market your business.

Issues to consider are how confidential you would like the marketing to be. For example, can we market the exact location or use a more generalised location? Can we identify the industry your business is in?

When you enlist one of the team from Barker Business to market your business, we put our proven marketing methods to work on every level.

There are many opportunities available for reaching potential purchasers online, however, few boast the high conversion possibilities like direct email marketing, which has proven to be our most effective form of advertising business's while maintaining confidentiality.

While some business brokerages claim to have a database with hundreds, even thousands of members, they often receive few responses.

Our campaigns are different...How?

Because the people on our emailing list want to be there! They are serious buyers who have registered their interest and receive our well-crafted, effective advertisements.

Our team of experienced and qualified brokers take the time building and nurturing our shared database, which has become one of our most powerful business assets.

It is growing at an average rate of 350 new members each month with some email advertising campaigns drawing interest from over 100 recipients.

This range allows us to qualify genuine buyers and match them accordingly.





QUALIFYING GENUINE BUYERS & IDENTIFYING THE RIGHT BUYER

The first step in the process of dealing with potential buyers for your business involves screening inquiries from those who respond to the business-for-sale advertisements.

Buyers will complete a Confidentiality Agreement for your business. This is not negotiable. If the buyer does not complete the agreement, then NO further information is supplied.

If you have given your broker a list of people that you do not wish to sell to, these people will not be given further information.

Most sale advisers will tell you that nine out of ten people who respond to sale adverts will never make a purchase. They will also tell you that many of those who do respond simply don't have the qualifications or capabilities to buy the business being offered.

- Some are "wannabe buyers" who want to buy a business but are in no way ready to do so, because they either lack the financial resources or business acumen to complete a purchase

- Some are "tyre-kickers" who are simply curious about what kinds of opportunities are available
- Some are what those in the industry call "sharks" who are searching for sellers who look overly anxious to sell and who may be willing to accept rock-bottom prices

Barker Business Brokerage will strive to make the sale less stressful by obtaining information that verifies the buyer's financial capability, business licenses or certifications, or other necessary qualifications.

Our job as your broker, is to separate the strong prospective purchasers from all the others, which allows you to get on with the important task of running your business.

DUE DILIGENCE

Once the Sale & Purchase Agreement has been agreed on and signed by both the seller and buyer, the Due Diligence period will commence.

The buyer will want to verify the information that has been supplied and will more than likely ask for more information. Some information may have been withheld because it may be sensitive to your business.

In the Due Diligence period, the buyer may be able to terminate the Agreement for many reasons depending on the conditions in the Sale and Purchase Agreement.

Termination is less likely if you are transparent and honest with the buyer.

Barker Business Brokerage will not supply a list of Due Diligence questions to the buyer. We recommend the buyers use a professional adviser such as their accountant.

The most common requests that the Purchaser requires are:

- Full set of accounts for 3 years
- Year to date internal accounts
- GST returns
- Budget or forecast
- Staff and payroll
- Supplier lists
- What proportion of customers are more than 10% of turnover

The list can be in some cases very small and in others very large.



SETTLEMENT & HANDOVER

Once the Sale & Purchase Agreement is declared **UNCONDITIONAL**, the Solicitors for both parties will complete the transaction.

The Purchasers Solicitor will make sure that all Tangible Assets are unencumbered. If there are any encumbrances over your business assets, your Solicitor will agree to pay this off using the Settlement funds.

The deposit (if any) which has been held in Trust can now be released and paid to you, usually through your Solicitor (less brokerage fees), provided the deposit has been held in Trust for a minimum of 10 working days.

If the deposit has not been held for 10 working days, an early release can be obtained provided both parties Solicitors agree.

STOCK TAKE

A stock value will be nominated on the Sale & Purchase Agreement, along with a plus / minus percentage, which allows for stock variance.

Stock values are usually calculated at the cost price into your premises / warehouse. A physical stocktake is usually performed with both parties present or by using approved nominated appointees.

We usually recommend that possession date be on the Friday closest to the end of a month. This allows for the stocktake and Tangible Asset check to be carried out over the weekend with the new owner opening for business on the next Monday morning.

Allowances need to be made for damaged and obsolete stock.

TANGIBLE ASSETS

The Purchaser will need to inspect that all the Tangible Assets that are listed on the Asset Schedule are in good working condition.

If any listed Tangible Assets are not in good working condition, then it is your responsibility to have the asset repaired or replaced.



THERE'S QUITE A BIT TO THINK ABOUT WHEN TRANSFERRING A BUSINESS

HERE ARE A FEW ASPECTS THAT YOU MIGHT NEED TO CONSIDER:

- Employee agreements (get legal advice)
- Assignment of supply agreements or new agreements
- Advice to customers – assignment of customer contracts or new contracts
- Keys & locks
- Access cards & codes
- Insurances – transfer / assignment / new
- Licenses – software & other
- Domain names & websites
- Landline telephone & fax numbers
- Mobile phones
- PO Box numbers
- Passwords & user ID's
- Historical records – paper based and electronic
- New stationery as required (business cards, letterheads, compliment slips, etc)
- Advertising & signage – as required
- Lease – assignment or new lease
- Removal of Vendor's personal effects
- Equipment rentals – Eftpos, copiers, vehicles, etc
- Bank Accounts – open, new numbers to customers & suppliers, transfer automatic payments, etc
- Company & statutory – name changes etc
- Memberships – (Chamber of Commerce, industry groups etc) advise of changes
- IRD – registrations etc
- Telephones – standard responses, voicemails etc

WHAT'S IN IT FOR YOU?

The more you help up front, the less likely you are to be disturbed by the new owners or business staff with many questions about "where to find this" and "where to locate that".

The more you prepare for the future, the easier it will be for both sides to move on.

This is a broad outline of issues you may face. The Sale and Purchase Agreement will have more detail. If you have any questions, please ask your broker or Solicitor for advice.



SALES JARGON EXPLAINED

EXIT STRATEGY

An exit strategy is a plan for wrapping up your involvement in your business and readying the business for a change of owner.

Executing a well-thought-out exit strategy can increase your sale price, while ensuring the business continues to thrive after you've left. It can take some time to do all this which is why it's never too early to start on your exit strategy.

SALE & PURCHASE AGREEMENT

A standard contract that is approved by the Auckland District Law Society and Real Estate Institute.

This agreement sets out all the terms and conditions that are relevant to the sale of your business. We will prepare this document with assistance from your Solicitor and the buyer's Solicitor.

DUE DILIGENCE

Once an offer has been accepted, the Purchaser will have a period of time to have a close look at your business.

This very generally includes the lease, business accounts, GST returns, employment contracts, customer contracts, business operations and anything else the buyer deems as necessary. The time allowed for this depends entirely of the size / complexity of the business but generally it is 10 to 20 working days.

UNCONDITIONAL

This occurs when all conditions of the contract have been met and both Solicitors have signed this off.

VENDOR'S RESTRAINT OF TRADE

This limits competition for the new owner from the old owner.

SETTLEMENT

The buyer usually pays a deposit upon signing the agreement. This deposit is released upon unconditional date and the buyer pays the balance of the purchase price on settlement date before taking possession of the business.

If there is stock involved in the sale, then a proportion of the settlement funds are generally held back until a stock price is agreed upon.

ASSISTANCE PERIOD

This is an agreed period of time to assist and train the new owner so they understand the business and can run it successfully. Simpler businesses may only need a couple of weeks of assistance, more complex businesses may need a few months or even longer.

Payment for this is included in the sales price; however, should this be for an extended term, say 3 months or more, then a salary should be negotiated and be included in the Sale & Purchase Agreement.

TESTIMONIALS



THIS PROCESS WAS IMPECCABLE

"We just wanted to say a big thank you for the work you did on the sale of our business, the way you advised and encouraged me throughout this process was impeccable as I was going through the unknown. I would not hesitate to send future clients your way, because I know they would be in good hands. I can't thank you enough as we can now move onto our next venture."



STOOD OUT AMONGST THE BROKERS WE HAD DEALT WITH

"His communication was clear and he was able to provide all the information required when we needed it. His help in getting us from initial interest to sales and purchase agreement then to settlement was crucial to us becoming the new owner of the business."



NOTHING SHORT OF EXCELLENT

"I have been very pleased with the service you have provided, right from our initial meeting, to sourcing, vetting and presenting quality buyers, then navigating us through the challenging due diligence process to the final settlement. Your calm, experienced, professional and trust-worthy manner was essential to the successful sale. You have been a great ear to sound off and a shoulder to lean on through this roller coaster of a ride."



OPERATED WITH INTEGRITY

"I worked with my broker to buy a business he was selling during which he was easy to work with and operated with integrity. He kept me fully informed right through the buying process and provided clear and transparent communication."



5 STARS ALL ROUND

"He successfully sold my business within my expected time frame and I was very happy with the outcome. He showed professionalism dealing with both myself and potential purchasers throughout the entire process, guiding and helping me through an unfamiliar territory. I fully trust in my broker and his work, no doubt if I ever wanted to sell another business it would be through him."



WITHIN 3 MONTHS WE HAD AN OFFER

"We discussed selling our business and our broker assured us there but due to the nature of the business it may take up to 12 months to sell."

Within 3 months we had multiple people interested in the purchasing and then before we knew it, we had an offer and within 6 months of listing, the business was sold."



SHE WORKED HARD TO UNDERSTAND OUR UNIQUE BUSINESS

"We were very fortunate to connect with her when we decided to offer our business for sale. It was a new and daunting step for us, but she was amazing to collaborate with."

Our broker worked hard to understand our unique business and was 100% professional throughout. Through her, we were able to achieve a great result and we highly recommend her expertise."



NO HESITATION RECOMMENDING BOTH PARTIES

"As a testimonial to both the broker & your firm, I can only repeat the comments that I have made in previous emails, namely how impressed I have been with his very professional attitude his perseverance, guidance & support were outstanding. To get to the finish line required some effort & initiative, which he displayed in abundance."

I would have no hesitation in recommending both parties to any colleague seeking your services."



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