

# Selling your business?

Here's why you need an advisor to guide you through the journey

**EY**

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In today's economic environment, the path to a successful sale transaction is often complex. Don't underestimate the effort and potential pitfalls that can occur along the way. Having a trusted business advisor to help you through the sale process is a critical element to achieving a successful deal result. Here are the top 4 reasons why having an advisor can help you along the journey.

**1**

## Don't fall in love on the first date

In a hot transaction market, it's not uncommon for business owners to receive unsolicited calls and communications from outside investors, private equity firms and strategic buyers looking to acquire a business. While all of the initial attention and interest can be overwhelming, it's important to remember that a successful transaction happens at the end, not at the beginning. Initial promises should be taken with a grain of salt and it's critical to understand what your various selling options mean and how they align to your business and shareholders objectives.



**2**

## Don't underestimate the effort required

The sale process can be an extremely lengthy, time consuming and stressful process. Its impact on your management team is something that shouldn't be underestimated. You need to be ready for the significant preparation and effort required to sell a business. The key is to have a team of advisors who can help ensure that the sale process doesn't become a distraction to the day-to-day operations of your business.



# 3

## Strategic information sharing



Deals are all about the numbers. It's critical to be prepared and have the right information presented the right way at the right time. Make no mistake about it, when you're selling your business, there will be a lengthy, comprehensive diligence exercise that will be required by the buyer. Experienced advisors understand how buyers interpret the numbers and offer the most effective way to present those numbers that can yield the greatest financial result.

# 4

## It's an emotional process



Without doubt, selling your business will be a challenging and emotional process for all involved. Great outcomes are hard work. Experienced professionals bring objectivity to the process so that interactions with prospective buyers are based on facts, not emotions. Careful, objective preparation is necessary to achieve the best possible value and a smooth process. With proper planning and advice you can execute a transaction that will be satisfactory in more ways than just financially.



**WE CAN  
HELP**

To learn more about how an advisor can help you through the sale process, contact your local Private Client Services professional today at [ey.com/ca/private](http://ey.com/ca/private).

