



The 8 Elements Approach To Selling A Business: Course Introduction

Matthew Buxton

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Selling a small to medium-sized Canadian business for the highest possible price, for the most favourable Terms and in a way that puts more money in YOUR pocket, requires preparation. Preparation takes time. Unfortunately many business owners selling their business today ignore how critically important the preparation process is. They incorrectly believe buyers will “see the potential”. There are only three outcomes to this cavalier approach: The Business will not Sell The Business will Sell for a fraction of what it could be worth The Business will Sell but the Sale Purchase Agreement will be complex, will require the seller to stay on with the business for several years and the total selling price will be dependent upon variables outside the control of the seller. If you want to sell your business for the highest possible price and for the most favourable Terms, reading this book will give you some insight into what is involved. It is particularly important you are aware of the importance of preparation if you are looking for a comfortable retirement. The book starts by discussing the fundamental issues and challenges you need to be aware of through to a discussion about why preparing your business for a sale can be the very best investment you will ever make. Included in this book is Section 1 of my complete course - Market Overview. Here we discuss Misinformation and have a thorough discussion about why businesses do not sell. This book is the Introduction to my complete online course: The 8 Elements Approach To Selling A Business. I am a seasoned entrepreneur and Business Broker with years of hands on experience helping people through the entire Buying a Business and Selling a Business process. I’ve worked with hundreds of different buyers and sellers over the years, I’ve thoroughly reviewed hundreds of different businesses and I’ve worked with many different lenders, lawyers, accountants, landlords and other industry experts. I know what works! I know what does not not work! Let’s Get Started!

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