

9-point Action Plan to Maximise the Value of Your Business

1. Buyers value simplicity. *Action: If you have hobby costs or assets in the business get them out as soon as possible*
2. Do you already know your buyer? Many businesses are sold to people who have already made their interest known. *Action: So, if someone asks if you would consider selling your business, don't send them packing, ask for their card*
3. *Action: Set up a file "Planning to sell my business" and make a note of anyone who has ever shown an interest (as in 2 above), put this leaflet in the front*
4. The basis of any valuation is profitability. *Action: So, dump costs, unprofitable clients or unprofitable 'lines' and find ways to maximise income. Don't worry about maxing out, buyers always think they are going to improve on your achievements*
5. Buyers love stability nearly as much as growth. *Action: So, you need 3 good years, preferably with good growth*
6. Buyers hate overdependency on one (or a few) customers or employees. *Action: So, make sure you have a diversified customer base, a good team and good (documented) systems*
7. If you want to sell the business but not the property make sure the business and the property are not in the same entity. I have just seen a sale deferred fore 2 years because the costs of getting the property out were deemed too great. *Action: So, get your structure right*
8. *Action: Get tax advice from British Business Brokers tax consultant*
9. All businesses are different. *Action: So, talk to us and get your own action plan drawn up*



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