

The people you'll need

You don't need a broker to sell to us. You do need two people, and you might want two more.

YOUR ATTORNEY

Before you sign anything, including the LOI. The purchase agreement; what you're promising about the business (reps and warranties — statements you're liable for if they turn out wrong); what's held back, how much, for how long. Pick one who does business sales, not the one who did your lease.

YOUR CPA

Before the LOI, not after. How the structure is taxed, which add-backs hold up, what the working-capital target should be. Ask early; the answers can be worth more than the last few percent of price.

A QUALITY-OF-EARNINGS FIRM

The buyer usually hires one to check your numbers. If your books are messy, hiring your own first finds the problems before the buyer does.

A WEALTH ADVISOR

Before you sign. What the money does after, whether a retained stake fits your life, what you actually need the number to be.

A BROKER

Runs a process to many buyers and manages it. Helps if you want an auction and can wait a year. Doesn't help if there's a direct buyer at a fair price. If you have one, bring them.