

Please take a moment to review the valuable content in our newsletter.



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October 2016 - In This Issue:

10 WAYS TO INCREASE YOUR BUSINESS VALUE

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WHAT IS MY BUSINESS WORTH?

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WHO ARE THE BUYERS?

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WE BRING YOU SERIOUS BUYERS

WHO ARE THE BUYERS?

It's 2016 and at this time there are a lot of active buyers for businesses. More than there were over the last few years or decades? It's hard to measure, but all we know for sure is that we hear from and interact with a lot of buyers. They range from individuals to Strategic Businesses wanting to grow by acquisition to Family Offices and Private Equity Groups.

A few examples of active buyers:

A. This Strategic Buyer is a privately held domestic and off-shore manufacturer and distributor of commercial products. They have been in business for over 30 years. The Business seeks to continue to grow through acquisitions. They have significant capital for acquisitions, for working capital and to fund growth. They have successfully integrated acquisitions and have a strong management team.

10 WAYS TO INCREASE YOUR BUSINESS VALUE

Everything you must do to prepare to sell your business is important, so it's difficult to boil this article down to The Top 10 Ways to Increase Your Business Value. But following are 10 things most owners have not accomplished and that are critical to having a salable business and increasing the value of your business.

Keep in mind while reading through each of these suggestions that we can professionally [guide you through each of the processes.](#)

- 1) Start planning your business exit. The number one reason businesses don't sell is owners don't realize the need to plan for the sale of their business. Before you can work on increasing the value of your business, you need to start the exit planning process so you understand all aspects and determine what's necessary to even have a salable business.
- 2) Learn the realistic value of your business. Your business value can be determined by calling a business broker and asking for a no-charge (or minimal charge) evaluation of your business.
- 3) Develop a plan to begin overcoming the obstacles you face.
- 4) Replace tax minimization accounting policies with profitability maximization policies.
- 5) Increase your gross margin to increase your profitability, and thus the value of the business.
- 6) Increase your sales and marketing efforts. Many businesses have significant opportunities for improvement in this area.
- 7) Implement marketing automation. The opportunities for significant revenue growth through marketing

B. A family owned business seeks to acquire well run businesses where an exit is appropriate but there is a strong desire to retain the culture and values unique to family-owned businesses.

They want the acquired business to be a permanent part of the Organization. The Business began in the 1940's manufacturing fluid power devices. The product line has expanded and today is broad and well accepted. They produce the highest quality products that are sold nationally and internationally.

C. We have many individuals that contact us to inquire about buying a business. They find us on our web site and national web sites, and are referred to us by accountants, attorneys, bankers, and others that we have interacted with. Sometimes they ask about a specific business we many have for sale, and other times they are open to many types of businesses.

These buyers may not be buyers for your business - but there are buyers for every business. Give us a call or [send an E-mail](#) - we will promptly and Confidentially respond.

INDUSTRY KNOWLEDGE & ACCESS TO BUYERS NATIONWIDE

Our presence as a Professional Business Broker is extended nationally as a result of being an affiliate of



[BHarmony, LLC](#). We also bring decades of experience and functional expertise in all the popular market segments as a result. Nothing takes the place or value in that of experience.

automation are very real and the cost is inexpensive when weighed against the benefits (which are amazing!). Although there are numerous marketing automation service companies, consider reviewing the free resources (webinars, reports, videos and articles) at <http://www.infusionsoft.com/resources> to learn more about marketing automation.

- 8) Systematize and document your business operations.
- 9) Develop second-level management to minimize your importance to the success of the business.
- 10) Write your buyer's business plan. Concentrate on the qualitative aspects of your business.

CAUTION! Although these ten suggestions will set you on a great path to successfully selling your business, do not ignore the rest of our newsletters containing much more information, suggestions and details to help you successfully and profitably sell your business.

You may be thinking, "*A great deal to consider*".

[We can professionally guide you through each of the processes.](#)

WHAT IS MY BUSINESS WORTH?

It will cost you absolutely nothing and there is no obligation in giving us a call or an email to request a simple valuation of your business. Relying on a professional that understands your industry is important. It is also wise to work with someone who is aware of current trends; and that is working with both buyers and sellers daily. This approach insures you plan for and receive the maximum return on the transfer of your business.

Next Issue

CAN YOU AFFORD TO SELL YOUR BUSINESS?

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We partner with our clients to deliver solutions that help solve their most complicated needs prior to, during, and at the conclusion of the selling process. Our services are designed specifically to help small/medium size businesses and at a small business price. We go beyond the norm to develop new insights, prepare, market and drive results in the sale, thus insuring you receive the most value at closing. [Learn More](#)



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