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July 2016 - In This Issue:

THE IMPORTANCE OF SETTING A REALISTIC OFFERING PRICE

COMMON BUSINESS SALES MYTHS

FINDING BUYERS FOR MY BUSINESS

WHAT IS MY BUSINESS WORTH?

WE BRING YOU SERIOUS BUYERS

FINDING BUYERS FOR MY BUSINESS

In a recent meeting with the Owner of a Company I was asked "How do you find Buyers?" My typical response to that question is to rattle off - our website, national websites, our network of professionals, research, etc. Not sure why but I didn't say that - but I did said "Exposure Without Disclosure!". My further explanation was that we prepare a Profile that has enough information to intrigue possible buyers - "Exposure" but not so much as to identify the Company - to preserve Confidentiality - "Without Disclosure".

I went on to say that the Profile goes on our web site, national web sites, to our affiliates, and to target groups - Strategic Buyers, Private Equity Groups, Family Offices, and maybe specific targets for whatever reason, including input from the Owner.

THE IMPORTANCE OF SETTING A REALISTIC OFFERING PRICE

An unrealistic offering price is a major obstacle to a successful business sale

Rated extremely high on a list of reasons businesses don't sell, perhaps as high as #2, is owners who try to sell their business at an unrealistic offering price.

Some owners think they can find the greater fool to acquire their overpriced business. Others may overprice the business to intentionally leave negotiating room. Others are misled by untrustworthy business brokers who accept overpriced businesses because they are desperate for listings. Some owners may not even realize their business is overpriced.

Don't count on the greater fool as the buyer of your business

You will not be successful in finding the greater fool. Although most of those looking to acquire a business are first-time buyers who might make a foolish offer, ultimately they use qualified professional advisors in the due diligence phase. In addition, when a buyer applies for a loan for the acquisition, the lender will not provide financing above the fair value of the business. Foolish buyers will eventually come to their senses and back out of a transaction based on the advice of their professional due diligence advisors and their lender. Unless you are open to a significantly reduced offer, the transaction will die and everyone will have wasted their time. That can be emotionally painful because your high hopes are dashed.

Pricing the business at an

The Key is the Profile - to provide enough but not too much SPECIFIC information. From our literally decades of advising Business Owners - we know that it works.

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.

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.

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

unrealistic value is counter-productive

The value of most small businesses can usually be established in a pretty tight range (within about 10%). Pricing the business above the top end of the range for negotiating purposes is counter-productive. Many qualified and serious buyers, those who have been looking for a while and have previously been through the trials and tribulations of dealing with unrealistic seller expectations (only to be disappointed), take a pass on pursuit of businesses they know are overpriced. They don't want the headaches.

Better business brokers can help set a realistic offering price

Overpriced businesses are a huge problem in the business marketplace. It happens much too often. Inexperienced and less-than-truthful business brokers are major contributors to the problem. Far too many business brokers, in need of businesses to sell, will accept overpriced listings ...

AVOID COMMON BUSINESS SALES MYTHS

- Myth #1 - I Can Sell It Myself
- Myth #2 - I'll Sell When I'm Ready
- Myth #3 - I Know What it is Worth
- Myth #4 - It's Like Selling a House

We would welcome the opportunity to discuss these myths with you personally. [Email us.](#)

Next Issue

[Benefits of Using a Business Broker](#)

[Contact Us](#)

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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