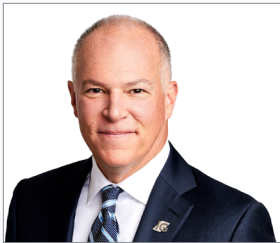




Maximizing your business sale price: Strategies and tips

Selling a business can be a monumental task; naturally, every business owner wants the best possible price. Maximizing your business's sale price requires strategic planning, thorough preparation, and intelligent negotiation. Below, we offer key strategies and tips to help you achieve the highest possible return when selling your business.



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1. Plan and prepare early

Preparation for selling your business should ideally start years ahead of the sale. This preparation period allows you to improve profitability, streamline operations, and resolve any outstanding issues that could negatively impact the value of your business.

2. Understand your business's value

A professional business valuation can provide a realistic understanding of your business's worth. A valuator can also identify value-adding opportunities you can address before the sale.

3. Enhance profitability

Buyers are typically most interested in a business's bottom line. Look for ways to increase income and reduce expenses without compromising the quality of your product or service.

Selling your business at the right time can significantly impact the sale price.

4. Document and organize

Buyers want to see well-documented financial records, contracts, and operational procedures. Having these documents organized and accessible can speed up the due diligence process and provide confidence to potential buyers.

5. Develop a strong management team

A business that relies too heavily on the owner can be less attractive to buyers. A strong management team that can continue to run the business successfully after the sale can increase your business's value.

6. Optimize timing

Selling your business at the right time can significantly impact the sale price. This could be when your business shows consistent growth, when market conditions are favourable, or when you're not under pressure to sell.

7. Showcase growth potential

Buyers aren't just buying your current profitability, they are also purchasing the future growth potential of your business. Be prepared to present a compelling case for future growth, including plans for new products, markets, or expansions.

8. Negotiate effectively

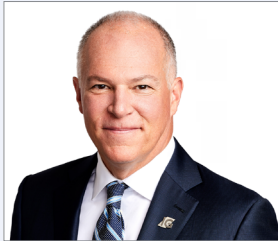
The negotiation phase of a business sale is critical. Understanding your bottom line and being prepared to negotiate terms and conditions can significantly impact the final sale price.

9. Consider a business broker

Hiring a professional business broker can help you find the right buyer and negotiate the best terms. They can provide valuable expertise and guidance throughout the process.

Maximizing your business's sale price involves careful planning, strategic improvements, and skillful negotiation. By focusing on these strategies and tips, you can enhance the appeal of your business to potential buyers and increase the likelihood of a successful and profitable sale.

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David is Senior Vice President, Head of IG Private Company Advisory, where he leads the team that provides mid-market business clients with strategic advice and services related to business financing, growth and succession. He brings over 27 years' experience in investment banking and capital markets. Before joining IG in 2023, David led the private company advisory business at a leading Canadian financial institution.

David is a Chartered Financial Analyst and has a Master of Business Administration degree from the Richard Ivey School of Business at Western University. Additionally, he teaches mergers, acquisitions and business strategy part time at the Ivey Business School. David is based out of London, Ontario.



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