

10 Steps To Success

How to Sell Your Business for Top Dollars



1. In-Depth Interview

First we do a confidential in-depth interview to learn more about your business and discuss how to achieve your objectives. We also gather pertinent information about your business and its financial performance.

2. Market Analysis

The next step is to survey the market so we can present your business in the best possible way to the market and its competition.

3. Business Presentation

We then produce a professionally prepared business presentation with detailed information about your business and its market in order to qualify the business and make a strong first impression. We maintain your confidentiality at all times.

4. Setting the Price

Though ultimately the market will determine the value, setting the price too high or low will either deter buyers or leave money on the table. We provide comps and independent appraisals to establish a fair market value and a pricing strategy.

5. Deciding on the Terms

We work hard to meet your terms, but also know that a little flexibility in just the right place can go a long way in terms of maximizing your returns.

6. Marketing Plan

We will develop and execute a customized marketing plan. This plan includes various methods of reaching potential buyers through advertising, networking and direct marketing efforts.

7. Screening & Qualification

We screen and qualify potential buyers so you only meet people who are serious about your business and have the means to buy it. Throughout the process we keep critical information confidential to protect you.

8. Presenting Offers

The ideal situation is where you can negotiate with several qualified buyers at the same time. We will bring the offers to review in a peaceful environment and we will help you determine who has the best offer and how to respond.

9. Negotiation

Selling your business is no time to learn how to become a better negotiator. Let us handle the negotiations and represent your interests so you can get the best overall price, terms and conditions available.

10. The Contract

A well written agreement that spells out everything can be the difference between a deal that sounded good, and one that truly is. Our contract is time proven and very thorough, which can save you legal fees and grief. We will help the buyer secure financing, and communicate issues regarding the satisfaction of all contingencies and conditions during the entire transaction until the transaction is closed and funded.

Contact Alamo Brokers of Texas for a FREE Consultation

Find out more about our services and how we can help you sell your business. Get a FREE, confidential consultation to discuss your situation. There is no obligation unless you decide to use our services.

Check out our website at www.alamobrokersoftexas.com to learn more, or contact us today via email at info@alamobrokersoftexas.com or call 210-418-4840.

