



# IS YOUR BUSINESS READY FOR SALE CHECKLIST

**Congratulations on taking the first step in ensuring your financial future is secure.**

Our “Is Your Business Ready for Sale Checklist” can be your secret weapon to get you started in the journey to maximise the value of your business.

By giving yourself a score out of 10 you will get a feel for where your business is currently positioned.

Don't feel despair if your score is low as this is very normal with most businesses when they first go through the checklist.

The gap between a business that is ready for sale and one that is not quite there, can be reasonable, however keep in mind that applies to the sale price also.

**This should take 2-3 minutes all up, so grab a coffee and let's go.**

## The 14 critical items buyers look for in a business.

**Rate each question out of 10**

### 1. Financial Performance:

What does my business's financial performance look like? Have profits and revenue been consistently growing?

10

### 2. Valuation:

Have I had my business valued?  
Am I happy with the figure.  
Rate this at 6/10 if not valued yet.

10

### 3. Customer Base:

Is my customer base diverse and growing? Is the business turnover reliant on a few large companies and are the contracts valid for many years ahead?

10

### 4. Brand and Reputation:

How strong and recognisable is my brand?  
What is my business's reputation in the market?

10

## 5. Organisational Structure:

Is my business overly dependent on me or can it operate independently? Have I established a strong team and strong operational processes?

10

## 6. Future Growth Potential:

What are the growth prospects for my business? Are these clear to a potential buyer and can I prove it?

10

## 7. Legal and Compliance:

Are all my business's legal and compliance affairs in order? Are there any potential issues that could deter a buyer?

10

## 8. Market Position:

How strong is my business in the market? Do I have a differentiation from others and if so can I explain it easily?

10

## 9. Documentation and Record-Keeping:

Are my financial records, contracts, and other business documents well-organised and transparent?

10

## 10. Exit Strategy:

Will my exit strategy facilitate a seamless transition for a potential buyer? In other words are senior staff able to train the buyer or will I be required.

10

## 11. Reputation and Brand:

What does my social reputation look like. i.e Negative customer reviews, weak brand image, not found easily online due to poor Search Engine Optimisation on Google, Bing, Facebook etc.

10

## 12. Employee Retention:

Are my key employees engaged in the business, is there a succession plan, are there contracts?

10

## 13. Customer Base:

Is my client base stable and how secure are key clients or client contracts post-acquisition.

10

## 14. Marketing:

Can I prove ROI on my marketing costs and show direct correlation via Google analytics between client acquisition/sales and traffic sources online. Are my ads or search engine optimisation efforts paying off and can I prove it with data.

10

**Total score:**

140

## What was your score?

**Tomorrow's email will include a rough guide so you can rate your business.**

The emails will come to you daily for 7 days and will contain quick wins and tips to help you get closer to the end goal of being ready for sale.

Like all things getting your business ready takes planning and work.

But don't worry, we are here to help and guide you.

If you want to fast track the process and get professional help straight away, then you will need a business assessment

Click [here](#) and fill in the form.

All the best and check your inbox for the first email.