



WHY PROVIDING GOOD INFORMATION IS CRITICAL FOR BUSINESS SELLERS

As advisors working for business-buying clients, we find about 1-in-10 vendors have prepared high quality Information Memorandums, or Business Profiles, on their business opportunities.

What about the other 90%?

How does this lack of quality information about their business opportunities impact their chances of achieving successful sales?

What business buyers and brokers may think when presented with poor quality information on a purchase opportunity:



This business is being run unprofessionally



The business owners/managers are hiding something



This process is going to be very costly for me as a purchaser, because it will be like pulling teeth to get the right information



This business is not worth the risk

If you are planning to sell your business, the key is to present robust, credible information about the opportunity in a clear and concise manner.

You can use the free JPAbusiness Information Memorandum Checklist for Sellers to help.

Find it in our Resource Library at www.jpabusiness.com.au
Click on 'Ebooks & Templates', then 'Seller'.