

Please take a moment to review the valuable content in our newsletter.



Zoellner, Garten & Co.
Cincinnati & Dayton OH
513-852-2400
937-677-2400

August 2019 - In This Issue:

THE BENEFITS OF BUSINESS EXIT PLANNING

WHAT IS MY BUSINESS WORTH

INDUSTRY KNOWLEDGE

TIMING & PATIENCE

TIMING & PATIENCE

By John Zoellner

I recently heard a TV personality talk about cooking with a microwave versus a slow cooker - crock pot. A few seconds or minutes accomplishes the objective with a microwave. The crock pot takes hours. The results - depends on what's cooking and the taste of the chef. Yes, I use a microwave - it's quick when I want quick, but the results aren't always what I'd like. On the other hand, it always seems that the crock pot produces a better tasting and more desirable result.

Many things are about timing and patience, and the process of selling or buying a business is very much about timing and patience - both are required.

The Benefits of Business Exit Planning

Benefits of Business Exit Planning

In one of our recent issues, we discussed "The Overall Goals of Planning Your Business Exit." We identified three goals for successful exit planning:

- 1) successfully selling your business;
- 2) transitioning to the next stage of your life (whatever that may be depending on your choices); and
- 3) learning how to control your own destiny. Let's look at specific benefits for each of those goals.

Successfully selling your business

As mentioned throughout our newsletter series, only about 25% of small businesses ever sell. The primary reason businesses don't sell is the failure of owners to plan for the sale of their company. Planning your business exit provides the following benefits:

- Makes you consider your choices upon exiting your business
- Prepares you for life after business ownership

Selling or buying a business is not a microwave procedure - it's more akin to the crock pot. It takes time to prepare materials for possible buyers, to confidentially expose the business to buyers through web sites and E-mails and letters. Buyers initially look, ask questions, present offers. Offers are negotiated. Buyers want information - the due diligence aspect - to be sure they understand everything and that it's the right business for them. More often than not buyers need financing - lenders have their process that takes time. Then it's documentation - attorneys are there to protect both parties.

The timing - we tell business owners wanting to sell that it's generally six months to a year from when we are engaged to a closing of the sale. We tell buyers that to get a deal done they need to figure out if it's the right business and have an urgency to close on the sale. Yes, too much time can kill a deal, but nobody wants to rush and make a mistake. A properly structured deal is good for both seller and buyer and getting to that point requires patience.

In many cases a business owner will own and sell one business in their working life. In many cases a buyer will buy a business one time. In both cases it's often one of the

- Prepares you mentally to make the tough decision to sell (whenever that may be)
- Provides a path to your next stage in life (whatever that may be)
- Enables you to control the timing of your departure
- Sets realistic expectations of your financial situation after selling your business

Learning to control your own destiny

1. As it relates to controlling your own destiny, the exit planning process offers these benefits:
2. Help you understand your exit options (selling to children, employees or third party)
3. Helps identify ideal timing while also understanding timing trade-offs
4. Helps minimize taxes and maximize net proceeds from the sale of your business
5. Provides a contingency plan if something unexpected happens to you
6. Provides an estate plan to minimize the tax effects of leaving your assets to your family
7. Provides wealth preservation plans
8. Helps protect your legacy as it relates to other stakeholders including family and employees (and possibly creditors, customers and vendors)
9. Provides piece of mind for you and your family and other stakeholders
10. Business exit planning integrates your business, personal and financial plan

handful of major decisions they will make.

Since 1988 we've been advising business owners and prospective business owners.

Do you really want to go it alone?

NEXT ISSUE

SELECTING BUSINESS EXIT ADVISORS

[CONTACT US](#)

The earlier you start the process the greater the likelihood of achieving financial independence. Don't delay. Get started today!

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 associated with associates located nationwide. 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 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](#)



John W. Zoellner
Zoellner, Garten & Co.
Cincinnati, Dayton OH
513-852-2400



James R. Sachs, Sr. Vice President

Zoellner, Garten & Co., 644 Linn Street, Suite 634, Cincinnati, OH 45203