



THREE THINGS YOU MUST KNOW BEFORE SELLING YOUR BUSINESS

By John L. Nelson

Selling a business is far more complex than most people imagine. Quiet literally, you will be asked hundreds of questions during the process. However, if you answer these three questions early-on, the rest will be easy.

1. What is my business really worth?
2. Why should someone acquire my business?
3. Do I want to remain active in the business?