

**MADDUX BUSINESS REPORT ARTICLE**  
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**EXACTLY HOW DO I SELL MY BUSINESS FOR TOP DOLLAR?**  
**By John L. Nelson**

Three specific actions a business owner should take:

1. Get your financial house in order with the help of your CPA and secure a highly qualified company to perform an independent *Market Valuation* of your business. Several well-known accounting formulas will be employed. Comparable sales of similar businesses within your industry and current financial market conditions will have the greatest influence on your selling price. A good *Market Valuation* will emphasize the true value of your business in today’s open market.
2. Secure an experienced *Business Intermediary* to sell your business while you continue to manage your company as usual. This skilled professional is held accountable for packaging your business, researching prospective buyers, marketing your business, and producing multiple qualified buyers. A *Business Intermediary* should remain invisible to your staff, associates, competitors, and vendors as he/she executes a confidential marketing campaign to sell your business.
3. Create a *Confidential Auction*, thus forcing multiple buyers to actively compete to acquire your business. Your probability of optimizing selling price, terms, treatment of key personnel, and payment guarantees increase in direct proportion to the number of qualified buyers a *Business Intermediary* can place at your negotiating table. A sense of urgency is created in the buyer community, accelerating negotiations, final agreement and a successful transaction closing. Without question, a well-orchestrated *Confidential Auction* is a proven way to sell your business for top dollar. John L. Nelson can be reached at [John@NelsonConsultingInc.com](mailto:John@NelsonConsultingInc.com), (813) 805-0202 in Tampa, FL.