

USING A BROKER OR INTERMEDIARY TO HELP YOU SELL YOUR BUSINESS

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If you ready to get serious about selling your business, then you should consider retaining an intermediary to help out. Whether they are a business broker, a lawyer or an accountant experienced in buying and selling privately-owned businesses, there is a lot they can bring to the process, including:

- Confidentiality;
- Experience;
- Expertise;
- Objectivity; and
- Determination to make a deal happen.

The Benefits of Using an Intermediary to Help You Sell Your Business

There are a number of great reasons to use an intermediary to help you sell your business:

- You can benefit from the experience of someone who has done this before.
- You can obtain an objective assessment of what you have to sell and what it might be worth.
- You can obtain useful ideas on how to improve the value or marketability of your business.
- An intermediary can help you assess when the best time would be to sell your business.
- An intermediary can approach potential buyers while keeping your identity hidden.
- An intermediary can qualify potential buyers, so you don't waste your time with scavengers, tire-kickers or curiosity-seekers.
- An intermediary can develop and implement a plan to bring enthusiastic, multiple buyers to the table.
- An intermediary can deal with multiple potential buyers at the same time.
- An intermediary can leave you free to run the business.
- An intermediary can let you play "good cop, bad cop" in the negotiating process, or stay in completely the background if you prefer.
- An intermediary can ask questions that may be difficult for you to ask.