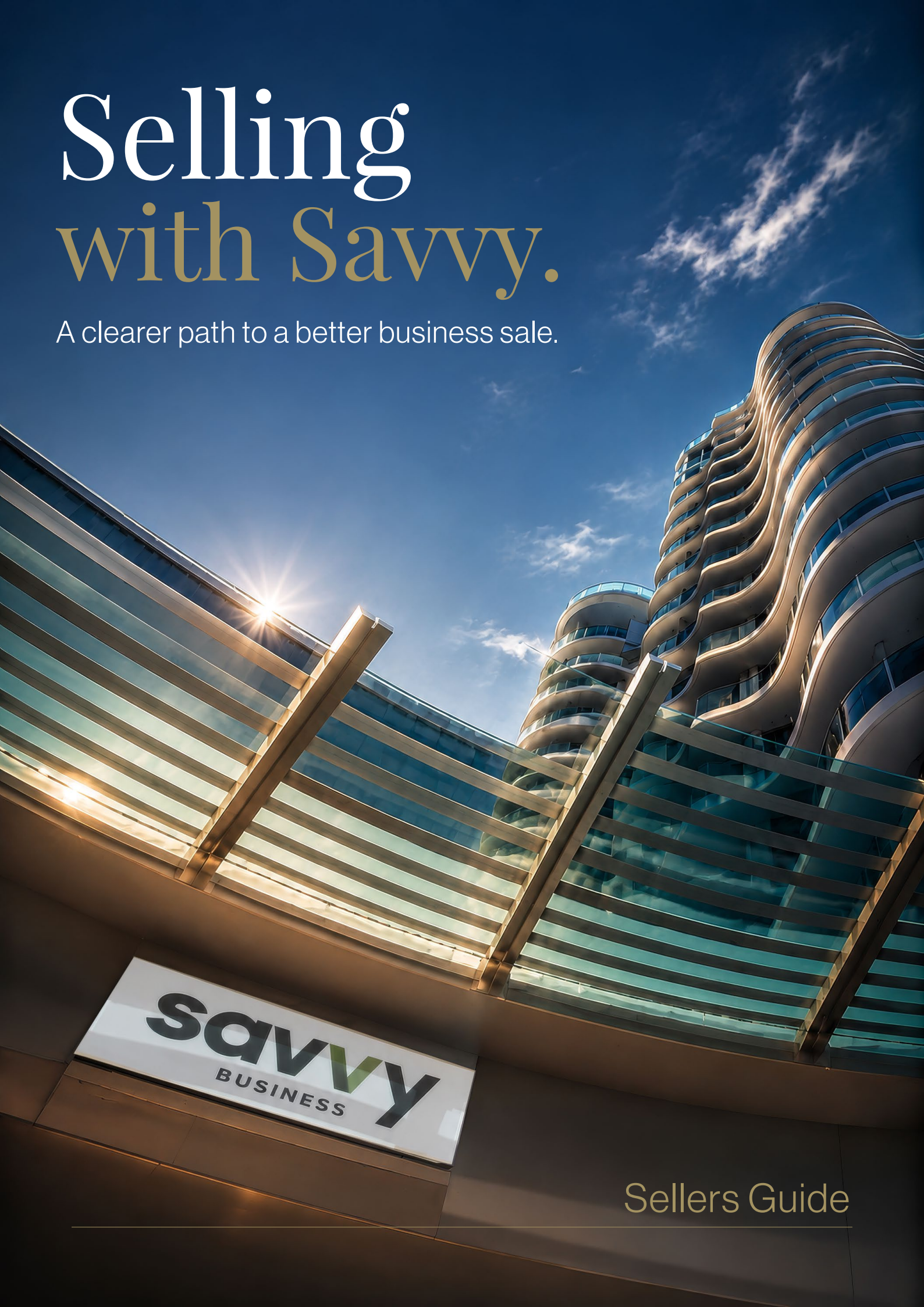


Selling with Savvy.

A clearer path to a better business sale.



savvy
BUSINESS

Sellers Guide

WELCOME TO SAVVY. FROM APPRAISAL TO SETTLEMENT.

Selling a business is a significant financial decision. Savvy brings structure, preparation, strategic marketing and experienced negotiation to every stage - helping you protect value, reduce complexity and stay informed throughout the journey.

WHY BUSINESS OWNERS TRUST SAVVY

Savvy Business has been the Sunshine Coast's trusted choice for business sales for more than 30 years, earning a reputation for integrity, professionalism and consistently achieving outstanding results.

Led by Rod Russell, one of Queensland's most experienced business brokers, our team is recognised for:

- Straightforward, honest advice
- Exceptional results
- Industry-leading systems and processes

Selling a business is one of the most significant financial decisions you'll make. Success requires meticulous preparation, strategic marketing and experienced negotiation to maximise value and guide the sale through to settlement.



Rod Russell
Principal

Our objective is simple:

To maximise the value of your business while making the selling journey as smooth, informed and stress-free as possible.



SELLING WELL STARTS BEFORE YOU GO TO MARKET.

A strong result comes from getting the fundamentals right ...
understanding value, preparing the business properly, presenting
the right information and controlling the process from day one.



PRICE WITH EVIDENCE

An evidence-based appraisal using market data, comparable sales and current competition - not inflated promises.



MARKET WITH DISCRETION

Targeted marketing and database activity connect the business with qualified buyers while protecting confidentiality.



PREPARE WITH PURPOSE

Financials, lease details, licences, staffing, equipment and other key information are gathered and shaped into a clear information memorandum.



NEGOTIATE WITH EXPERIENCE

From introductions and offers through due diligence and contract conditions, Savvy manages communication and works toward the strongest price and terms.

60+

YEARS COMBINED
EXPERIENCE

1250+

BUSINESSES
SOLD

\$1B

IN BUSINESS
SALES

65%

REFERRAL
BUSINESS

7 CLEAR STAGES TO SELLING YOUR BUSINESS.

One co-ordinated process from appraisal to settlement.

01 APPRAISAL

A thorough analysis of your business and industry to ensure a premium price is achievable.



02 BUSINESS PREPARATION

Preparing a professional information memorandum that withstands scrutiny from all advisers.



03 MARKETING

Designing a strategy to generate maximum buyer exposure and levels of enquiries.



04 BUYER QUALIFICATION

We pride ourselves on intense buyer qualifying understanding their ability and financial capacity.



05 NEGOTIATION

Our history highlights our success negotiating the best price & conditions possible for our sellers.



06 DUE DILIGENCE

This is where we really earn our money and manage this intense process where possible.



07 SETTLEMENT

The most important day of the complete transaction, we will see it to the very end.



**Clear communication.
Experienced negotiation.
Award winning team.**



WE MANAGE THE COMPLEXITY. YOU STAY INFORMED.

A business sale can involve buyers, sellers, solicitors, accountants, financiers, landlords, franchisors and other advisers. Savvy acts as a central point of coordination, keeping the process moving and communication clear.

01 PREPARE



Appraisal, information gathering, sale readiness and a detailed information memorandum.

03 NEGOTIATE



Meetings, offers, price and terms, contract discussions and stakeholder communication.

02 CONNECT



Confidential marketing, enquiry management, buyer screening and introductions.

04 PROGRESS



Due diligence coordination, conditions, advisers and a smooth path through to settlement.

Ready to understand what your business could be worth?

Start with a confidential, obligation-free appraisal.

