



## SAVVY BUSINESS

### About Savvy Business

Savvy Business are a team of professionals with 60+ years (collective) industry experience, resulting in over 1100+ business sales, worth in excess of \$825+ million.

Headed by Rod Russell, who commenced in Business Sales on the Sunshine Coast in 1995, team Savvy have earned an enviable reputation for achieving exceptional results, "telling it as it is" and award-winning systems.

Selling a business is an intricate process that involves fastidious preparation and planning, creative marketing and the skills and ability to deal with numerous obstacles throughout the hurdles along the way.

Savvy Business was created to totally systemise the process for selling a business and to develop proven procedures and strategies, ensuring sellers achieve premium results with minimal fuss all within a realistic time frame.

We will continue to learn, develop and adapt says Rod, however, our current systems and results are second to none.

*" We are committed to doing everything possible to get you the very best results possible for your business. "*

### Savvy's Goals

- ✓ Exclusively reserved for businesses in which we have strong confidence that they will sell for our appraised price.
- ✓ To price businesses accurately based on facts and market conditions (We refuse to hi-ball for listings!)
- ✓ To ensure complete transparency in all transactions involving all parties.
- ✓ Communication is our highest priority. You will be well-informed about all developments
- ✓ To find the most suitable buyers at the best price and terms possible, with the ultimate aim of achieving a hassle-free settlement.

### How will this benefit you?

We refuse to cut corners at Savvy Business. So, should you employ us to sell your business you can expect professional preparation and marketing, unquestionable ethics, and constant updates and communication.

More importantly, you have our commitment to doing everything possible to get you the very best result possible for your business, with the least amount of stress and complexities as possible.

## BUYING & SELLING WITH SAVVY

### What happens from here?

First, we need to be sure we can deliver on your expectations and time frames. To realise this, we offer an obligation free, in-depth appraisal on your business.

This process can take a week or two... depending on how complex your business is and the level of information available. We need to learn about your business and obtain all the facts to ensure we are accurate with our findings.

This well researched document will explain how we determine price ranges, give you examples of recent sales, industry benchmarks and current listings in competition. Also detailed is our preparation and selling fees as well as and our suggestions on how to successfully market the business.

Should you decide to proceed, we need to get the Authority to Act as an Agent (Property Occupations Form 6) completed. This document is produced by the Queensland Government. It is illegal for us to act without this in place.

Next we tackle the preparation. Typically, a Business Buyer will employ a Solicitor, Accountant and a Financier to assist the due diligence process prior to settlement. When we achieve a Contract, we need to be prepared for full disclosure regarding everything pertaining to your business.

A large part of our job is to get the business ready for sale. Our preparation involves gathering all of the relevant information such as financials, the lease on the premises, any license or franchise agreements, staff details and equipment lists etc. Once we have this information we summarise it and compile a highly detailed information memorandum.

During this process we get an intimate understanding of the business including the positives and negatives. It is best practice not to hide the negatives as Buyers will find out anyway and history shows it is best to be upfront.

When the preparation is completed, we start looking for a buyer. Our marketing methods are via weekly blasts to our database and seven leading business for sale websites.

We pride ourselves on clever marketing and enjoy an "outside the box" methods that have been exceptionally successful over the years.

Once we find a suitable buyer to operate the business that also has the financial capacity to fund it, we will arrange a meeting either onsite or in our boardroom. Again, we have proven strategies on how to handle the inspection/meeting process which will be discussed thoroughly at the time.

You can rely on our expertise when it comes to the negotiation of price and the contract terms and conditions. We pride ourselves on achieving the highest price possible and the best conditions for you.

We do not discuss contracts with Buyers until we feel they are ready to make that step. It is highly important that they have a strong understanding of what is involved in the business prior to entering into a contract; the last thing we want to hear is that a contact is terminated.

Buyers will engage advisors to assist a due diligence process prior to settlement. This stage of the sale requires a high level of expertise and communication skills.

We often will have to deal with three Solicitors, two Accountants, two Financiers, Franchisers, the Landlord and the Buyers and Sellers at the same time.

### So, why employ Savvy Business?

You will get an award-winning team of highly skilled professionals with the ability to mediate and communicate between all parties concerned.

We have exceptional systems and our results in this industry speak for themselves.



*"Savvy Business... Raising the Standard in Business Sales"*