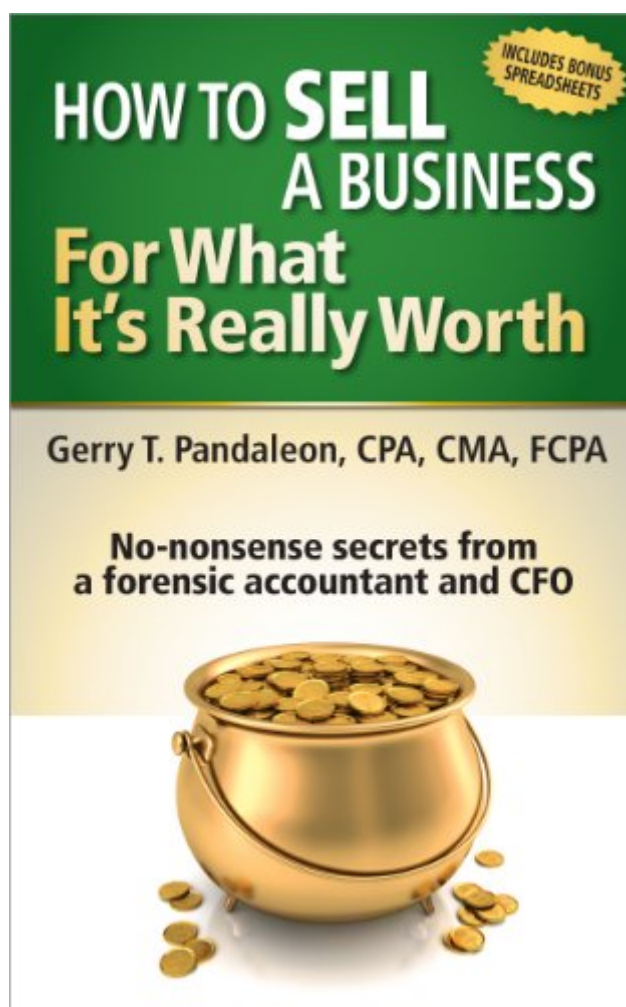


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# How To Sell A Business For What It's Really Worth: No-nonsense Secrets From A Forensic Accountant And CFO



## Synopsis

Are you thinking about selling your business? This 90-minute read is filled with practical, step-by-step advice that will help you get the most cash for the blood, sweat, and tears you've invested. Gerry T. Pandaleon, CPA, CMA, FCPA, brings three decades of experience as a CPA, controller, and CFO to this user-friendly guide to selling your business. Her lively, arm-around-your-shoulder style teaches you how to build equity into your business while preparing it for sale. Every page weaves actionable advice with from-the-trenches examples so you can avoid stress and make your business more valuable to a buyer. In *How to Sell a Business For What It's Really Worth* you will discover:

- The first (and smartest) thing you must do once you decide to sell
- How to steer clear of pitfalls that make buyers walk away
- Why buyers have different hot buttons, and how to react to them
- 17 questions you must answer before you put your business up for sale
- Why the golf course method of business valuation is not enough
- How your financial statements can reveal where to build equity
- Which sticking point can cost the most money and headaches – and how to control it
- Why it's smart to negotiate a consulting fee for yourself
- How to choose who stays and who goes in a merger
- How to keep your employees from running for the hills
- The one simple tactic that moves a dragging deal forward
- 10 red flags that you should not go through with the sell
- Why you should sell a failing business instead of fold it
- 12 interview questions you must ask your advisers
- The Dance of the Deal: what to expect in a typical scenario
- How to exit with grace and dignity

You will also get instant access to interactive, downloadable spreadsheets:

- Business Selling Timeline: list and track your business-selling activities
- Partial-Sell Calculator: translate a buy-in offer into actual dollars

Work through this book and you may find yourself owning a business that is so well-run and profitable that you decide not to sell it.

## Book Information

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## Customer Reviews

This book is filled with lots of information in an easy to read, user-friendly format. Even if you are not thinking about selling your business now, you should absolutely read this book now. Tons of great practices all business owners should be following.

This book reads fast and gets right to the important items that every business owner should be aware of. Highly recommend for any business owner especially those in need of an exit strategy.

Even though I am nowhere near the stage in my business where I would consider selling, I was drawn to this book so that I can start my long-term planning correctly. This was a quick read with really good suggestions. Not being from the financial industry I was concerned that the material would be difficult for me to comprehend. However, the author really made it easy for me to understand. I can now look at my business goals from a different perspective. I would recommend you take a couple of hours to read this book - you won't be disappointed!

As a finance executive with many years experience as a controller, I find Gerry's book to be a valuable, yet easy to read, blueprint on how to maximize the value of a business. Gerry provides a goldmine of advice to business owners and executives on how to best position their business before facing the inevitable time of transfer. Gerry provides advice from both the buyers and sellers perspective and anyone following her advice will improve their bargaining position. The book includes numerous key questions, checklists and remedial steps to take in order to increase the value of their business. This book is a must for business owners and executives.

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