

# ASPIRE



BUSINESS BROKERS

3 THE SQUARE, WIMBORNE, DORSET BH21 1JA  
01202 798 388

## THE PROCESS OF SELLING YOUR BUSINESS

### WHAT HAPPENS AND WHAT WE DO:

- a. We conduct an accurate market appraisal of your business
- b. We prepare a **Letter of Engagement** – a letter that clearly outlines the terms on which you engage us to act on your behalf
- c. We prepare a **Sale Memorandum** (i.e. an executive summary of your business that can be sent to prospective buyers, without revealing its identity)
- d. We prepare a **Confidentiality** and **Disclaimer** statement to best protect the information that you disclose to interested parties
- e. We create a marketing plan bespoke to you business
- f. We help source financial & legal assistance as required
- g. We help negotiate and guide the sale
- h. We assist in preparing the **Heads of Agreement** - the principal terms of the offer as agreed between you and the buyer
- i. We co-ordinate the work of your legal and financial advisors and those of the buyer right up to completion, providing a focal point for all the necessary communication