

## Four Significant Issues You Need to Consider When Selling Your Business

The process of selling a business can be very complex. Whether you've sold a business in the past or are selling a business for the very first time, it is imperative that you work with an expert. A seasoned M&A Advisor can help you navigate through what can be some pretty rough waters. Let's take a closer look at four issues any seller needs to keep in mind why selling a business.



### **Number One - Overreaching**

If you are both simultaneously the founder, owner and operator of a business, then there is a good chance that you are involved in every single decision. And that can be a significant mistake. Business owners typically want to be involved in every aspect of selling their business, but handling the sale of your business while operating can lead to problems or even disaster.

The bottom line is that you can't handle it all. You'll need to delegate the day-to-day operation of your business to a qualified manager. Additionally, you'll want to consider bringing on an experienced M&A Advisor to assist with the sale of your business. Simultaneously, running a business and trying to sell has gone awry for even the most seasoned multitaskers.

### **Number Two - Money Related Issues**

It is quite common that once a seller has decided on a price, he or she has trouble settling for anything less. The emotional ties that business owners have to their businesses are understandable, but they can also be irrational and serve as an impediment to a sale. An M&A Advisor is an essential intermediary that can keep deals on track and emotions at a minimum.

## Number Three – Time

When you are selling a business, the last thing you want is to waste time. Working with an M&A Advisor ensures that you avoid “window shoppers” and instead only deal with real, vetted prospects who are serious about buying. Your time is precious, and most sellers are unaware of just how much time selling a business can entail.

## Number Four – Don’t Forget the Stockholders

Stockholders simply must be included in the process whatever their shares may be. A business owner needs to obtain the approval of stock holders. Two of the best ways to achieve this is to get an attractive sales price and secondly, to achieve the best terms possible. Once again, an M&A Advisor serves as an invaluable ally in both regards.

Selling a business isn’t just complicated; it can also be stressful, confusing and overwhelming. This is especially true if you have never sold a business before. M&A Advisors “know the ropes” and they know what it takes to both get a deal on the table and then push that deal to the finish line.

*About TOGA, The Oil & Gas Advisor:*

*The Oil & Gas Advisor’s team of M&A Brokers and advisors specialize in selling businesses related to the oil, gas, and energy industry. Clients include manufacturers, distributors, services, construction and logistics firms. TOGA is USA’s expert in selling propane companies. Since 1987, they have been investment banking merger and acquisitions advisors, providing certified business broker and intermediary services. TOGA’s experts are award winning industry leaders with offices in Texas, Oklahoma and Pennsylvania.*

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