

WHAT AN INFORMATION PACKAGE WILL DO FOR YOU

GOLDBERG The Business Advisors has developed an extremely effective methodology for identifying and qualifying prospective business buyers.

An integral part of this methodology is an Information Package that:

- **Minimizes the risk of losing a prospective buyer's interest**
- **Demonstrates** to the buyer that the seller is serious about selling
- **Identifies** any buying obstacles
- **Eliminates** obstacles before they can impact the sales transaction
- **Presents** your business in the best possible light
- **Eliminates** (or minimizes) tire kickers and time wasters
- **Allows** you to focus your time on serious buyers
- **Minimizes** buyer uncertainty from the outset
- **Introduces** information in an appropriate manner
- **Motivates** qualified buyers to buy your business
- **Assists** potential buyers with the preparation of their Business Plan
- **Facilitates** the buyer's lawyer and accountant in:
 - Preparing **documentation**
 - Conducting the **due diligence**
 - Removing closing **conditions** and **Closing** the transaction

WHAT HAPPENS WHEN YOU DON'T HAVE AN INFORMATION PACKAGE?

- It is imperative that a prospective buyer receive sufficient, consistent information. Inaccurate, inconsistent, or unsupportable data bogs down the selling process and fills the prospective buyer with mistrust.
- **Once trust is lost to uncertainty, the prospect is lost forever.**
- Buyers are continually seeking out inconsistencies and incongruent information in an effort to rationalize their uncertainty. Information gains a buyer's trust.
- Buyers commence their due diligence from the outset
- The first impression is often the only impression a prospective buyer will ever have
- For the selling process to progress beyond a casual introduction, the buyer needs information. Providing information is in the seller's best interests.

- Without exception, the information will eventually be required by the buyer, his accountant, his lawyer, and the financing source(s).
- The seller's best interests are served by presenting accurate and concise information. This is the most efficient because the information need only be prepared once.
- The more information a buyer has the less uncertainty a buyer will have. Uncertainty is the primary reason a buyer will abandon a proposed purchase.

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