



Harvest Associates'
Successful Exit Newsletter



February, 2006

Harvest's Successful Exit Newsletter

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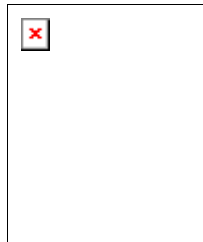
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Dear Friend,

Welcome to the Successful Exit Report brought to you by Harvest Associates and Greg Caruso.

This month we feature an informative brief on what we do to increase your business value during the business sale process.

Businesses For Sale



We are pleased to offer a number of premier businesses for sale. Of course, this is merely a sampling of what we have to offer. If you are considering buying or selling, please give us a call.

- **Commercial Sign Manufacturer;** Ask \$499,900 with cash flow of \$165,000, Fully equipped, owner retiring;
- **Custom Framing and Art-** prime retail location in Anne Arundel county
- **Power Washing Company** Profitable, Good Accounts
- **Established Portable Toilet Co.,** Your accountant will love this consistent growth company. Very profitable. Asking \$1,450,000
- **New & Used CD Store,** unique fun store, profitable

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Creating Value through the Business Sale Process

How is value created in the business sale process?

Or perhaps a different question is: how do you know that you are getting value from the intermediary you select? After all, fees charged by intermediaries can be significant depending on the complexity and size of the transaction.



The short answer is that a good broker takes time right at the beginning to create a blueprint for the transaction with sellers and their advisors. Once the sellers have identified what they want to achieve, the broker develops a marketing plan that identifies as broad a market of prospects as possible.

Next, each prospect must be carefully qualified in order to understand what their limitations are and what makes a business valuable to them. The Buyer Qualification Pyramid above shows some of

- **MotoPhoto**- prime locations

We have serious, well funded buyers for your business.

If you are serious about buying or selling a business [email us at](#) or call Greg at 410-507-5441

Quick Links...

- [Harvest Associates Website](#)
- [11 Keys to Improving Your Sales Price - PDF](#)
- [Successful Exit Blog](#)
- [5 Things You Must Do When Buying A Business](#)
- [Successful Exits Business Sale Information Website](#)

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the questions that need to be answered. The key is to identify and focus on those buyer prospects that give the highest value to what the seller has to convey. A good broker doggedly pursues this sales strategy to find the right buyer who will 'play ball' with the seller to complete a transaction favorable to both.

Finding the right buyer is often the easy part of the process! Negotiating the details and getting the transaction to closing usually consumes much more time than actually finding the buyer. The devil is in the details but a good broker sticks with the process through settlement. Listening carefully, long years of experience, and diligent, hard work is the secret of success.

Here's another question. Do you really have the time to sell the business yourself?

We have found the average two million dollar business sale takes about nine months intensive work over a one to two year period. That includes assessing the business, setting a transaction goal, prospecting, marketing, attracting a seller, negotiations, problem solving navigating due diligence, and closing. That is an awful lot of time to spend away from running your business.

For more information on the business sale process, take a look at our Creating Value brochure. It outlines our Successful Exit Process which encompasses every step that we feel is necessary to provide you with the best result possible, every time. Just Email us your name, address, and phone number and we will drop one in the mail today.

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