



- Market Appraisals
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## Ten Tips to Maximise your Sale Value

Every seller wants the best possible price for their childcare business. The following tips are designed to maximise the appeal of your business to achieve this.

### 1. Plan your Exit

The best time to plan the sale of your business is the day you start in business. Get an expert opinion well before you make the decision to sell and reap the rewards you deserve.

### 2. Get your records straight

Ensure your financial records are up to date and clearly demonstrate the true profitability of your business to the buyer. Ensure other records such as leases, utilisation reports and employment contracts are current and optimised.

### 3. Look at your business through buyers eyes

It is amazing what you see when you look at your business through the eyes of a buyer. Look at your business; what do you have to offer? This includes tidying up your premises and operating procedures. First Impressions Count.

### 4. Price your business right

Price your business too high and knowledgeable buyers will not even consider it, price it too low and you risk underselling your investment. Protect your- self with expert opinion.

### 5. Identify the Intangible Assets of the business

With Childcare sales the buyer is paying for intangible assets, otherwise known as goodwill. These intangible assets are crucial to how well your business runs and should be highlighted to a buyer. They include brands, websites, advertising collateral, databases, operating systems and the general culture of your business. Clearly identify these in your preparation for sale, they will count when the negotiation comes to the table.

### 6. Understand your costs

Ensure there are no surprises. Talk to your solicitor, accountant and bank about the costs involved with the sale. Consider Capital Gains Tax, employee entitlements, loan repayments, lease transfer and Tax implications. Expert advice may help minimise the impact of these when the sale is completed.



**7. Market your business**

You can't sell a secret. The more people who know about your business being for sale the higher the demand. The higher the demand, the higher the sale price. Don't fall prey to selling without exploring the marketplace fully. The best buyer for your business may not be on an Agents database.

**8. Prepare for Due Diligence**

Getting to contract is only 60% of the way through the sale process. Be prepared for Due Diligence by collating as much information that a buyer will require during Due Diligence during the preparation of the sale. This will minimise delays and possible issues that could arise during this phase of the sale.

**9. Know your numbers**

Buyers and their advisors know their numbers, make sure you know yours. Clearly define your Key Performance Indicators for the business. They will help run a better business and increase buyer confidence.

**10. Select your team carefully**

The calibre of the professional representatives and advisors who will form your business sale team can make or break a deal so it pays to choose carefully. Your sales agent, solicitor and accountant will be key to a smooth, stress free and successful sale.

Take the time to select these people based on their trust, honesty, expertise and compatibility with yourself.