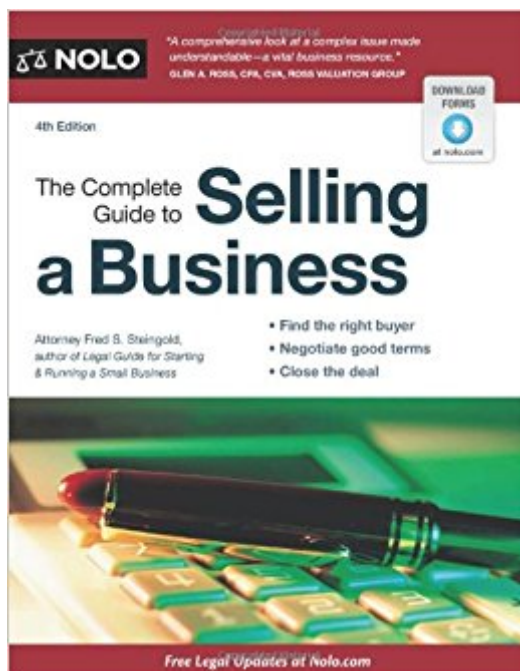


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# The Complete Guide To Selling A Business



## Synopsis

The most comprehensive, easy-to-use guide to selling a business available! Out there somewhere is a buyer looking to buy a business like yours -- so if you're ready to sell, make sure that you protect your interests and maximize your profit with *The Complete Guide to Selling a Business*. It covers: getting your business ready to sell pricing your business and valuing your assets finding the right buyer analyzing the tax issues negotiating a payment plan and other terms of sale planning your future relationship with the business limiting your liability working with lawyers, accountants and brokers closing the deal and transferring the business to its new owner *The Complete Guide to Selling a Business* includes a CD-ROM that helps you create more than two dozen crucial documents for both asset and entity sales, including: the sales agreement confidentiality letter promissory notes and security agreements noncompete and consulting agreements closing checklists The 4th edition is completely updated with the latest tax considerations, and now provides more advice on marketing the sale of your business.

## Book Information

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## Customer Reviews

"This accessibly written guide for owners of small to mid-sized businesses explains the steps for marketing and selling a business". Reference & Research Book News

Attorney Fred S. Steingold practices law in Ann Arbor, Michigan. An expert on small business law, he represents and advises many small businesses. He is the author of *Legal Guide for Starting &*

Running a Small Business and The Employer's Legal Handbook. His monthly column, "The Legal Advisor," is carried by trade publications across the country.

I have an earlier version of this book and absolutely swear by it. I turned to this book originally because the attorney I hired to write the contracts did a terrible job understanding what we wanted. I ended up selling my business using the contract templates included in the book as well as many of the checklists. I'm not a lawyer and I easily understood everything that went into our contracts. In fact, the buyers of our business were impressed that we did all the paperwork ourselves and their attorney approved all of the contracts. Personally, I don't think I would ever take the "DIY" route again - but I know what it takes now! I don't recommend selling (or buying) a business without an attorney or CPA. However, read this book first and you will have a much more informed conversation about what you do and don't want in your contracts when you do go to your attorney and CPA. Use the information from this book to help you interview and hire the right professionals to assist you. I keep this book on my shelf as a great reference and have recommended it to many clients. I refer to this occasionally when a client needs to design their exit strategy. The price of this book is well worth it. Consider it the pre-requisite education you need before spending hundreds (or thousands!) of dollars being educated by a lawyer!

The Complete Guide to Selling a Business can save you untold amounts of money after the sale. I was not aware that setting up the definitions and terms of the sale (before it happens) can, after an accountant's review, save either party thousands in taxes to be imposed after the completion of the sale. **READ THIS GUIDE**

Secretly, I don't want my business broker competitors knowing about this book. I believe that Mr. Steingold has written a truly must read for anyone, in any capacity, even thinking about buying or selling a business. Yes, buyers too will gain tremendous value from learning about the components of business ownership transfer, and how these components are interrelated. No, I'm not a compensated endorser. It's, for me, a great and well organized book.

Very informative.

Helpful and "business like" , but not complete in handling the emotional aspects of deciding to or not to sell a business. Wish i had read it before deciding to sell my business. Which I didn't.

excellent resource

Great Information - Very easy to read!

Got what I needed

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