

The logo for RTA Business Sales Specialists is a circular emblem. The top half is red and the bottom half is blue, separated by a white diagonal line. The letters 'RTA' are written in large, bold, white, sans-serif font across the top. Below 'RTA', the words 'BUSINESS SALES SPECIALISTS' are written in a smaller, white, sans-serif font.

RTA
BUSINESS SALES SPECIALISTS

**BITESIZE
GUIDE TO
SELLING
YOUR
BUSINESS**

1

PREPARATION

The decision to sell your business is not easy. There are many reasons owners decide to sell: Retirement, Financial Difficulties, Emigration, and Seeking New Ventures are just a few. Once the decision is made there a few factors to consider..

**DONT
SLOW
DOWN!**

Okay, you've decided to sell, time to put the brakes on & start winding down right? ..WRONG! Our advice is keep everything going as if nothing has changed. Keep seeking new business & don't reduce workloads. A dip in productivity now could make buyers think twice!

**ARE YOU
THE
BUSINESS?**

Can the business operate without you? Unless you are looking to stay on after the sale, it's worth giving more responsibility to management & staff for day-to-day running of the business. This will make the business more attractive to all the potential buyers!

**GET
ORGANISED!**

Think of your business as a story book. Would you buy a book with missing pages? Of course not! Now is the time to get your accounts & order books in check. The first question all buyers ask is: "Can I see the accounts?"



2 FINDING A BUYER

You could have the most attractive, profitable business, but if nobody knows it's for sale it will remain unsold!

RTA utilise a wide range of marketing strategies to cater for every business type and ensure maximum reach when it comes to finding buyers..

DATABASE MATCHING

The largest database of buyers in Europe, over 250,000 & growing!
We run thousands of business matches every week for our clients!

TARGETED DIRECT MAIL

Approach directors & decision makers directly. We access the largest global database of businesses in the world!
Ideal marketing for confidential sales.

We don't stop there.

As the largest independent broker in Europe we also undertake:

MULTI-WEBSITE EXPOSURE
SOCIAL MEDIA CAMPAIGNS
RTA DIGITAL MAGAZINE
VIDEO & EMAIL MARKETING
PRINTED MEDIA



3

GETTING THE BEST PRICE

Many business owners are great sellers themselves but it can be hard to be subjective when it comes to agreeing a price for all your years of hard work, blood, sweat & tears.



Fortunately, RTA have over 40 years experience in this very field. Having an agent on your side, working closely to achieve the best possible price is the reassurance & support many business owners demand.

Our team of friendly, expert sales negotiators work with your best interests in mind at all times. In reality, deals hit sticking points from time to time & negotiating alone can often mean a deal breaks down altogether. With an agent in place to mediate, the chances of this happening are significantly reduced.



4

COMPLETING THE SALE

The business was marketed, a buyer was found & a deal has been agreed.

You're there! ..well almost..

The conveyancing stage is the most critical part of the deal. An overlooked zero on the accounts or a hiccup in the buyers funding application can stall or collapse a sale..



RTA have a long history of working closely with solicitors & legal firms across the UK. Our dedicated conveyancing department work around the clock to dot the i's & cross the t's so you can plan how you're going to spend the £'s!

To find out more call us free on 0800 393 664 or visit:
www.rtabusinessesforsale.com

