



# Selling Your Business For Dummies

*Barbara Findlay Schenck, John Davies*

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# Selling Your Business For Dummies

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**Selling Your Business For Dummies** Barbara Findlay Schenck, John Davies

**A hands-on tool for conducting the successful, profitable sale of a business**

As business owners gray, trends have shown that they start thinking of cashing out. *Selling Your Business For Dummies* gives readers expert tips on every aspect of selling a business, from establishing a realistic value to putting their business on the market to closing the deal. It helps them create sound exit plans, find and qualify, find and qualify a buyer, conduct a sale negotiation, and successfully transition the business to a new owner. The accompanying CD is packed with useful questionnaires, worksheets, and forms for prospective sellers, as well as a blueprint for customizing and assembling information into business sale presentation materials sale presentation materials --including snapshots of revenue and profit history, financial condition, market conditions, brand value, competitive arena, growth potential, confidentiality agreements, and other information that supports the sale price.

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