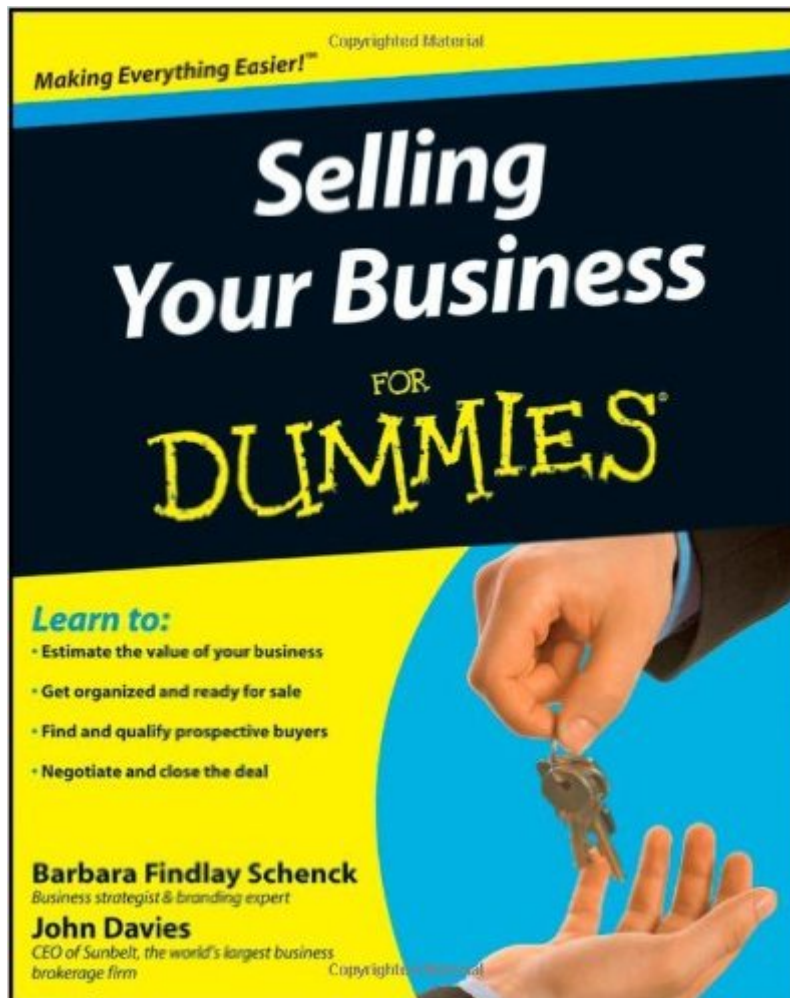


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# Selling Your Business For Dummies



## Synopsis

A hands-on tool for conducting the successful, profitable sale of a business. As business owners grow older, 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 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 --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. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

## Book Information

Paperback: 384 pages

Publisher: For Dummies; 1 edition (November 3, 2008)

Language: English

ISBN-10: 0470381892

ISBN-13: 978-0470381892

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #131,509 in Books (See Top 100 in Books) #24 in [Books > Business & Money > Management & Leadership > Consolidation & Merger](#) #127 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#) #432 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

## Customer Reviews

I must be a Dummy. For three decades I've been a business advisor to CEO who are doing exit strategies and succession planning. I bought to review it as a tool for clients. What a great primer for taking a very complicated topic and making it understandable and approachable. As I've been reading, I'm learning from the different perspective of the author, but that's why we read topics we know something about. Be On-Purpose! Kevin W. McCarthy

I was surprised that the complex topic of selling your business worked in the "for dummies" format, but it did. The use of bullets, icons, checklists, white space, etc., added clarity to a daunting subject. It had a warm, collegial tone and good shortcuts for how to use the book. It went over financial statement basics for small business owners that may be weak in this area. The co-author is the CEO of the largest US business brokerage firm, so there was a good discussion re: how and when to use a broker. I thought this discussion was fair in its assessment, readily saying when not to use one. As an advisor to business owners and their families, I will recommend this book to my clients as a good starting point on their journey to sell their business.

Hello! I have been reading the book and I previously complained on this site that the files from the CD ROM were not accessible to Kindle users. I was frustrated because the book content is SO GOOD, and I wanted to get started with my homework and work on the forms. Immediately, the writer wrote to me personally and sent me all the files. It was her husband birthday and she was away from her computer, but still she wrote to me by iphone to reassure me. It's the first time I purchase a book, and it comes with such a personal and nice after sales service. I'm impressed with the book, and also with the author. The book is full of crucial information, it's very methodical, and guides you through all the steps, from the mind, to the paper. I have downloaded samples of others books to compare and see. I did not find it necessary to read them. Everything is covered in her book.

This is an excellent review for anyone selling a business, either on your own or with a broker. The exercises and included CD allow the owner to put together all the important information needed for a sale. There are also many suggestions and ideas to do the best.

Picked up some good tips while selling my business. As with all 'Dummies' books many good points to use. yea yea

I got this prime digital, but they did not send me the CD rom that suppose to come with this book. The book references back on it and also important forms that you need or only on the CD. And if the case is because you buy digital that the forms should come at least in a attachment with digital book or by email. I feel short changed just because I went digital and didn't buy the actual paper back book.

Excellent overview of selling process, with good attachments in CD. Provides solid outline of the process and highlights of areas which a seller could research if deemed appropriate for the particular situation. Also gives the seller the perspective of potential buyers. This book would also be very helpful to buyers because it essentially covers/mentions all of the areas that the buyer should perform during the decision process.

This is an outstanding and informative book that maps out how to sell a business wisely. I absolutely loved it and am so glad it was available. It made sense out of the whole process. I highly recommend it.

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