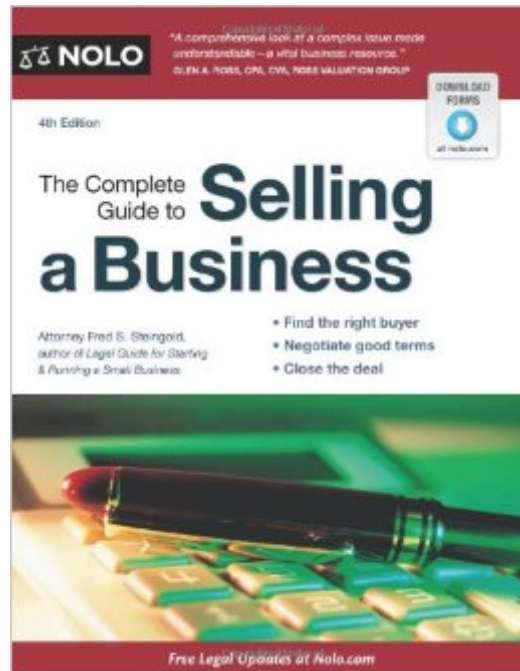


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# The Complete Guide To Selling A Business



## Synopsis

The most comprehensive, easy-to-use guide to selling a business available! 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 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

This edition is completely updated with the latest tax considerations, and now provides more advice on marketing the sale of your business.

There are literally dozens of competing titles on the market, but none can match The Complete Guide to Selling a Business for sheer depth, accuracy and ease of use.

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## Book Information

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## Customer Reviews

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!

This is an excellent nuts and bolts, basic guide for selling a small company. Fred does a solid job of walking through the basics. The book is geared more towards the "technical" aspects of selling a business - ie contracts, forms, etc etc. Overall, good background book.

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

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.

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.

This is a great tactical book - very thorough, as you would expect from a CPA! Lots of forms, checklists, templates, etc.. Good discussion re: contracts.

This is an easy read. This book covers so many topics and helps to understand all topics in selling a business, including value. Very well put together.

This is a great book because of the legal tools and advice. Highly recommend using this text in addition to other books on this subject.

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