

## How to Make Selling your Small Business Less Stressful

Going through the sale of a small business is something that can be an extremely trying time. There are so many things to consider and it can feel, at times, like you and the buyer are pulling in opposite directions.

However, this doesn't need to be the case. There are ways to approach a sale that can make it easier and ensure that you and the buyer come out smiling.

### Consider using a business broker

[Using a good broker](#) can help make the process of selling your business easier. They can give you the advice that you need and helping you with the stress of finding the right buyer. The trick here is to find the right broker.

When you're choosing a broker, make sure you have a look at their experience and qualifications. You need to find someone who has experience in selling businesses similar to yours.

Find someone that you can trust that can put in the time to create a strategy for the sale of your business that is specific to what you need. They will need to take time to get to know your business if they are going to be able to do this.

### Find the right price

You will need to come up with a price tag for your business that is realistic. Trying to get an exorbitant figure for a business that doesn't make much of a profit is setting yourself up for failure and frustration.

At the same time, you need to make sure that you aren't underselling your business. This can happen if you are tired or you haven't done appropriate research. Asking professionals for advice on the appropriate price can help you avoid these pitfalls.

### Be prepared

Too often a sale gets derailed after months of work because the seller was not prepared.

If you don't want this to happen to you, you can make sure that you disclose everything upfront to the buyer. It is better that they hear it from you with an explanation than they find out that you were trying to hide something!

Consider working with an accountant or lawyer and find out if there are any red flags that you need to address before the buyer gets scared off by them.

It can take a while to make sure that your financials are squeaky clean but, if you're serious about a sale, it will be worth it. You will probably need to start planning the sale of your business at least three years in advance so that you can get everything in order.

### **Find the right buyer**

Try not to limit your advertising when you are trying to find the right buyer. Advertising online can be a great way to attract buyers or you could get the right business broker that has useful connections who will be able to reach out to buyers.

Before you put too much time or energy into interested buyers, you should get to know whether they are serious or not. Get as much information on them as possible or ask a professional for advice to see whether they are financially able to buy your business.

### **Learn how to negotiate**

There are [certain skills](#) that you can learn that will help you to get a good deal from the sale of your business.

You need to keep a balance between pushing too hard and being pushed over. Remember to approach the negotiation with a calculated honesty and aim for both parties to walk away happy.

Selling your business doesn't have to fill you with horror. There are ways to go about it that will help you to avoid the stress. The most important thing is that you remember to prepare and do extensive research before you jump into the sale.

Time spent in preparation will pay off with the sale.

***By Anthea Taylor, Assistant Editor at Dynamis and writes for all titles in the Dynamis stable including [BusinessesForSale.com](#), [FranchiseSales.com](#) and [PropertySales.com](#) as well as other industry publications.***