



Comprehensive Business Sale Process

Let our innovative approach to business sales transform the way you divest from your enterprise. Our methodology considers the unique aspects and attributes that distinguish your business from others in the marketplace. By conducting a thorough analysis that focuses on what sets you apart from your competition, we meticulously evaluate, prepare, present, negotiate, and execute the transfer of ownership. Stony Hill Advisors' Comprehensive Business Sale Process is a five-step program that brings your exit planning aspirations to fruition. Our experienced advisors will steer you through every phase of the process, utilizing our proven strategies to help you achieve your aspirations.

1. Valuation & Pricing

Our team at Stony Hill Advisors leverages our collective 45 years' experience to deliver a personalized approach that prioritizes our clients' goals and objectives. Through consultative sessions, we conduct a thorough and comprehensive assessment of your business and personal needs, delving into the nuances that set your business apart from the competition. We are dedicated to ensuring your success and are committed to providing the best recommendations for a profitable and positive outcome.

2. Market Review

Our professionals will assess the market to identify the ideal types of buyers and potential buyers. This includes considering whether individual buyers, strategic buyers, or professional buyers would be the most suitable match for your business. Based on this evaluation, we will develop a marketing strategy to enhance the value of your company and attract the right buyer.

3. Packaging Your Business for Sale

The perception of value is subjective, and thus we begin by identifying the key factors that would appeal to a prospective buyer. Our aim is to craft a compelling narrative that showcases the unique aspects of your company that contribute to its value, while also mitigating potential risks. We will package your business in a way that maximizes its appeal to potential buyers.

Our team recognizes the delicate nature of business sales and the need for confidentiality. Our Exit Value Planning Services provide a strategic plan to address the critical value drivers while also considering the appropriate timing and audience for communication. To maintain the highest level of confidentiality, we limit the distribution of information to highly qualified buyers who have signed a confidentiality agreement. Our approach is designed to keep information confidential and only share it with the most relevant parties.

4. Marketing Your Business for Sale

- Leverage the Business Parallels Matching System to identify the ideal buyer for your enterprise.
- Employ our comprehensive buyer database to broaden the reach of your marketing efforts.
- Ensure confidential marketing of your company through utilization of various business acquisition websites.

5. Deal Structuring & Closing

Stony Hill Advisors are seasoned professionals with a wealth of experience in deal structuring and closing. Our approach to the process begins with proper sequencing of all steps to foster commitment and ensure confidentiality. We continuously monitor the transaction landscape to identify potential challenges and provide innovative solutions to keep the deal on track. Our advisors are dedicated to maintaining open communication between all parties and facilitating a seamless closing where the exchange of value takes place.

Our expertise extends to the due diligence process, where we are equipped to anticipate and respond to the buyer's requests. Our experience allows us to detect red flags in seemingly harmless requests, while also helping the seller understand the significance of the buyer's requests and their minimal impact on the transaction.