

## SALE TRANSACTION

Stony Hill Advisors' Comprehensive Business Sale Process is a seven-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.

Our team at Stony Hill Advisors leverages our many years of M&A 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, and find you the best possible match with prospective buyers.



We take you step by step through the sale process and help you complete a successful transaction.

There are seven key steps in selling a business:

1. Defining your sale objective.
2. Developing a sale strategy and developing a plan.
3. Market research and analysis.
4. Preparation of marketing materials.
5. Sales and marketing of company to prospective buyers.
6. Active buyer engagement to finalize a definitive agreement.
7. Negotiations and closing of transaction.

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.

We are experts in dealing with buyers' requests for information and making sure that both buyer and seller are properly educated about each other.

Our advisors are dedicated to maintaining open communication between all parties and facilitating a seamless closing where the exchange of value takes place.

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