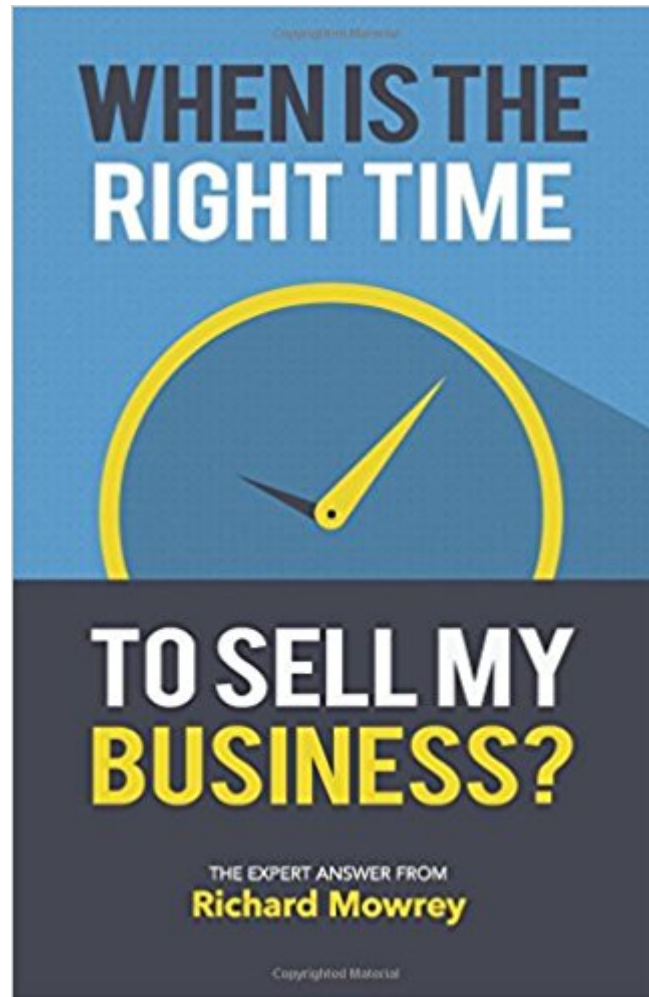


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# When Is The Right Time To Sell My Business?: The Expert Answer By Richard Mowrey



## Synopsis

“The very best way to predict the future is to create it.” In his new book, *When Is The Right Time To Sell My Business?*, Rich Mowrey tackles a decision point that many business owners inevitably find themselves in, but is one that can be difficult, stressful, and full of trepidation. It is a decision that can bring regrets and questions about timing and planning they never considered, and Mowrey’s objective is to help a business owner sell their business without regrets. In this intelligently written book, Mowrey answers one of the biggest questions that business owners who are interested in selling their business always ask: When is the right time to sell to my business? To really ensure an informed decision can be made, he delves deeper into this question to get at the underlying, interrelated knowledge acquisition, purposeful action, and timing. Mowrey helps business owners examine their business’s value attributes, personal assets, and the types of plans that need to be in place in order to sell the business. He then focuses on four major areas of personal assessment to help crystalize one’s personal readiness to start the process of selling their business. Mowrey emphasizes, “It is time to stop silently asking the question and formulating the answer. It is time to focus on the answer more often than the question.” By shifting one’s focus, hesitation and fear can be minimized, resulting in a decision backed by confidence. In addition to providing guidance and expertise to the decision making process, Mowrey offers specific objectives required of the business owner as they start the next phase of their life. By examining the factors addressed in this book now, a business owner will have all the necessary components in place when the opportunity to sell arises or when they decide to initiate the opportunity themselves. Mowrey focuses on the basics of business valuation and readiness assessment – both qualitative and quantitative – in order to help the reader prepare to sell their business and plan for action. From there the focus shifts to value enhancement and strategic planning because as he explains, “Price is what you receive, value is what you deliver.” Together, all this preparation and the ultimate execution of a transfer plan will require both focus and a good measure of personal energy. Mowrey also addresses: The timetable of preparing to be without the business once it is sold How family plays a role in decisions and succession planning Which environments to analyze to find out when the time is right Financial buyers vs. strategic buyers vs. industry buyers Different ownership transfer scenarios Each reader will focus on specific action steps to begin taking now to lead to their ultimate decision, including: Twenty questions to fire you up to start planning Four distinct actions to complete now to prepare to sell your business Questions to help with planning initiation, strategic planning, business planning, and market knowledge Who needs to be on a top-notch advisory team? For any business owner, the thought of someday selling their business

can be overwhelming and confusing â “ generally raising more questions than they are prepared to answer. But thanks to his expertise and ability to guide readers through a carefully thought out, systematic approach, Rich Mowrey is able to reduce the uncertainty and provide a path that will lead to a confident and ideally more profitable sale of their business.

## **Book Information**

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## **Customer Reviews**

This book is an easy-to-read summary of the whole process. I am, myself, an experienced business broker, business appraiser and coach for smaller businesses (Less than \$5MM Annual Sales).

Richard is a nationally well-known expert M&A intermediary, appraiser, and consultant in the sale of slightly larger businesses (\$5MM Annual Sales +). His book offers a crystal clear explanation of the process, ideal for a business owner starting to think about the business selling process. Because it is simply explained, this book is relevant to the small business owner as well as Richard's "middle market" owner. I found Chapters 3 and 4 to be especially useful outlines for valuing a business and for planning to enhance its value. Chapter 6 covering the various scenarios of how a business can be sold is a great summary. I also thought the many suggested questions in the Appendices would be good starters for family, partnership and broker/seller discussions.

Excellent thought processes and information on how to handle decisions that can be vastly complicated. It can be difficult to determine the whens and hows of parting with ownership in a business, but doing it at the right time for you and at the right time for your buyer can be huge. Ideally both sides want to hit the best place in the time/value curve for their own goals...learn from an expert!

Richard has done a great job of covering all aspects in preparing for the sale of a business. He provides step by step instruction for preparation and timing that is right for yourself, your family and your management team. A must read for any small to mid-size business owner, even if a sale is not on your current to do list.

Mowrey does a great job of detailing the process of when and when is right to sell. His attention to detail is top notch and his supporting arguments are strong and well researched. A must read for anyone walking the line of the sale and a great addition to any personal business library.

In "When is the Right Time to Sell My Business," Richard Mowrey converted a complex subject into understandable words. As a previous business owner who sold a business, I highly recommend this book to any business owner or for anyone about to start a business. It's excellent!

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