



Keeping Your Business Sale Confidential

Confidentiality is a critical factor in preserving value throughout the business sales process.

Hiring an advisor as an intermediary between you and the buyer dramatically improves the confidentiality of the sale

Maintaining the confidentiality of your business sale is very important. This is one of the main reasons our clients engage us to sell their businesses rather than on their own. It's very difficult to keep a sale confidential from employees and customers if you try to sell it yourself. Fielding inquiries, screening buyers, and negotiating terms can quickly become very "public" activity while you're running your business.

How do I preserve confidentiality during the sale process?

- By relying on your Sunbelt advisor as your primary point of contact during the sale process, you will effectively eliminate risk of leaking information regarding the sale of your business.
- Your business is marketed anonymously on websites and through marketing material. Your business and its location will be referred to only in general terms.
- Buyers respond to the blind summaries by providing Non-Disclosure Agreements and buyer financial statements.
- Qualified buyers are provided with a comprehensive Confidential Business Review including the name and location of your business.
- Your Sunbelt advisor conducts all meetings between you and the buyer either in our office, or at your location outside of normal business hours so your employees and customers are not present.

Sunbelt knows how to successfully manage the timing and confidentiality involved in the sale process.

Sunbelt's clients are private companies whose confidential financial information is closely guarded. We go to great lengths to preserve the confidentiality of your proprietary information and protect the value of your business.

Call us now to discuss the confidential sale of your business.

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