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Strategies for Successfully Buying or Selling a Business, Second Edition

Russell L. Brown

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This 224 page, 8.5"x11" book provides all of the practical information that business buyers and sellers need to efficiently find each other, negotiate, and successfully close the deal. It’s written in an easy-flowing first person narrative style that makes this complex subject easy for everyone to understand and apply in their own situation.

Buying or selling a business can be one of the three or four most important decisions of a lifetime. Yet, many people rush into this decision ill-prepared and lacking crucial facts. This book provides the information that minimizes financial risk and reveals how the reader can get the upper hand when negotiating the purchase or sale of any business … information that can literally spell the difference between success and failure.

This book is a revealing publication that unlocks the strategies for success in buying or selling a business. These strategies are fully explained within the unique context of the fifteen "laws of the business buying and selling jungle." The book is written by a business broker who successfully negotiated many business sales . . . and knows the field inside and out. The author provides the reader with an insider's grasp of what they need to know in this dynamic business endeavor. One of the many features that makes this book unique is that it provides the buyer's as well as the seller's perspective. This can be an enormous advantage whichever position the reader happens to be in.

This authoritative book contains eight information-packed chapters and includes nine appendices with all the example contracts and forms needed to consummate the sale. It also has an index and a full glossary of all the terms needed to have the edge the reader wants as they deal with buyers, sellers, business brokers, attorneys, accountants, and bankers. The reader will learn the pros and cons of dealing with business brokers, how to evaluate the financial worth of a business, how to find sellers or buyers, how to position themselves to get the best possible advantage in negotiations, how to accomplish the all-important due diligence process, how to arrange seller financing, and how to successfully close the deal.

Every one of the pages in this book are crisply written in an orderly, step-by-step sequence. It's both educational and also entertaining to read. It takes the complexities out of the deal and gives the reader the working knowledge and facts they need to make all-important decisions. The author takes the reader behind closed doors where they learn all the nuances and intricacies of structuring the deal. He gives the reader access to dozens of tips, techniques and strategies known only to a handful of professionals who have made business brokering their career. When the reader finishes "Strategies for Successfully Buying or Selling a Business" they will know more about the subject than 99% of the average business people in America!

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