



Contents

ACKNOWLEDGMENTS	IX
PREFACE	XI
CHAPTER 1 What Buyers Are Looking For	I
CHAPTER 2 Why Sell?	11
CHAPTER 3 Types of Buyers	19
CHAPTER 4 The Selling Memorandum	25
CHAPTER 5 Attracting and Retaining Key People	41
CHAPTER 6 Financial Metrics	51
CHAPTER 7 Your Board	71
CHAPTER 8 Marketing Your Business for Sale	77
CHAPTER 9 Valuing Your Business: An Introduction	87
CHAPTER 10 Valuation: Book Value of the Stock and Financial Condition of the Business	103
CHAPTER 11 The Company's Earnings Capacity: Profit and Loss Statement; Dividend Paying Capacity, The Size of the Block of Stock to Be Valued, The Market Price of Similar Stocks	115
CHAPTER 12 Methods of Determining a Business's Value	125
CHAPTER 13 Confidentiality: An Introduction	141
CHAPTER 14 Confidentiality: Limiting Data Dissemination and Preparing Confidentiality Agreements	149

VIII CONTENTS

CHAPTER 15	Letter of Intent	161
CHAPTER 16	Due Diligence	167
CHAPTER 17	Forms of Acquisition, Contract of Sale, Utilization of Attorneys and Certified Public Accountants	189
CHAPTER 18	After the Sale	207
APPENDIX	Online Resources	211
INDEX		221