

Distributors Are You Ready To Sell Your Business?

INSIDE

6 Tips To Sell Your Distributorship
Quickly and Easily



How To Ensure a Fair Price
and Reasonable Payment Terms



The Distributor Exchange

Difference

1 Know your business. Sellers should have a sense of the value of their business. Sellers also should be familiar with customary payment terms within their industry. The Distributor Exchange provides a “due diligence” questionnaire to help sellers understand the value of their distributorship and a sample letter of intent outlining customary deal terms.

2 Protect confidential information. Preliminary discussions do not always culminate in a deal. Sellers must be careful when sharing information about their business with possible buyers. The Distributor Exchange requires all possible buyers to sign a confidentiality and non-disclosure agreement protecting the seller’s confidential and proprietary information.

3 Expand your buyer pool. The best way to find a buyer – the right buyer – and to get the best price is to reach out to a large pool of possible buyers. The Distributor Exchange has access to hundreds of experienced, qualified promotional products distributors throughout the country that are eager buyers. Don’t waste your time with inexperienced, unqualified buyers that are just “kicking tires.”

4 Identify key buyer qualities. Are you a woman-owned business that requires a woman buyer? Is your customer base local, requiring a local buyer? Do you focus on a particular industry that requires a buyer to have experience in that industry? Are you considering the friendly neighborhood competitor? That could be the worst buyer for you. The Distributor Exchange identifies the buyer that it considers to be the best fit for you and your business based on geographic proximity, customer focus, business style and personality.

Are you a distributor with annual sales less than \$1,000,000 and a goal to sell your business? Having worked hard over the years building your distributorship, have you considered your end game? Maybe now is the time to sell your distributorship and reap the financial rewards you deserve. While there is a lot involved in selling a business, you can prepare yourself for this exciting transition. With knowledge and expert advice, you can plan a smart exit strategy that will allow you to enjoy the next phase of your life. Here are six important factors to guide you down the path of selling your distributorship.

5 Know the buyer. Oftentimes, the people behind a deal are as important as the economics of the deal itself. Sellers must get to know, become comfortable with and trust their buyer. The Distributor Exchange does considerable “due diligence” and serious vetting prior to recommending a possible buyer. Sellers are then given ample opportunity to visit, get to know and either accept or reject the buyer.

6 Negotiate with confidence. Having tackled Tips 1-5, you should be in a position to negotiate with confidence to secure the best price and payment terms. Always ask for more; the worst that can happen is that the buyer will say “no.” Also, be sure to understand what is important to the buyer so you can focus on these points to help you conclude a deal. Be prepared to say no and walk away.

Exclusive Advantages



Bob Schwei, Managing Director of The Distributor Exchange.

► **Process.** The Distributor Exchange provides a fast and methodical selling process, striving to complete transactions within just 90 days.

► **Specialization.** The Distributor Exchange is the only service in the promotional products industry focusing on distributors with annual sales less than \$1,000,000.

► **Buyer Network.** The Distributor Exchange works with a network of

600 experienced distributors nationwide that are looking to grow their business through acquisitions.

► **Expertise.** The Distributor Exchange consists of industry experts as opposed to a broker who does not understand the industry and has no buyer contacts.

► **Cost.** The Distributor Exchange guides you through the entire process and prepares all the necessary documents – all at a fraction of what it would cost you elsewhere.

Now may be the time for you to sell your distributorship and realize the financial rewards you deserve. The Distributor Exchange will evaluate your business and suggest a purchase price and payment terms that make sense to you and the buyer.

Click to watch a short video about The Distributor Exchange



If your distributorship generates annual sales less than \$1,000,000 and you want to sell your business, The Distributor Exchange is the solution for you.

Read what other distributors are saying about The Distributor Exchange:

"This type of business transaction was completely foreign to me, so it was invaluable to have The Distributor Exchange take us through the process step by step. They went above and beyond in all regards. I couldn't be happier with their efforts to make this a win-win for all parties involved."

– Cindy Gibbs, Big Fish Branding

"You have exceeded my expectations regarding this process. Thanks for being so efficient, attentive and supportive. What else can I say ... a dream come true!"

*– Barb Feyka,
Capstone Promotions*

"Our experience with The Distributor Exchange was outstanding. They quickly found an appropriate buyer for us and they worked hard to complete the transaction within our tight timeframe. All parties won!"

*– Chuck Fertick,
Prostar Specialties*

"The Distributor Exchange helped structure an exit strategy that worked for me given where I am in my life. I will be continuing my business for a few more years, but, without a doubt, I will be using The Distributor Exchange when I am ready to sell."

– Mark Goldberg, MAG Promotional Products



To learn more, visit www.thedistributorexchange.com
or call toll free at **844.251.8544**.