

# HOW TO SELL YOUR BUSINESS FAST

For market or above  
market value

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**FOR MARKET OR  
ABOVE MARKET  
VALUE**

**KRYSTOF BARTOS**



Most business owners think that selling a business is a fast process and that the company doesn't need to be prepared for sale. And that is not true.

To sell your business for great price and terms, you need to prepare it, and it usually takes two years (to have at least two years of polished accounts for sale). It can be done quicker, but you need to make your business ready.

That's why I believe every owner should run their business like they would keep it forever but could sell it tomorrow. To build an option strategy to sell your business any time you need or want.

**To learn how to do this check strategy no. 6!**

But a lot of times, owners don't have this luxury of waiting anymore.

Something happens; you might get sick, your spouse might get sick, you are bored and want to leave, or your business is in trouble; there are many "not so great" scenarios.

Speaking with business owners wanting to sell daily, I hear "yesterday was already late" many times. So what to do about it?

I am going to share with you now the five creative ways how to create a win-win deal for you and the buyer, sell your business for market (or above market) value quickly. Without the risk of wasting weeks or months of due diligence, just to learn that the company is not great and the buyer wants a huge discount.

In addition to that I will share one extra option to optimize and maximize the value of your business if you are willing to wait, get prepared and get a best deal possible.

Should you like any of these ideas and want to get an offer (and your business is at least 500 000 in revenue) [schedule a free call](#), and we will give you an offer in less then 14 days from getting the necessary information from you.

# **6 STRATEGIES TO SELL YOUR BUSINESS FAST**

**FOR MARKET OR ABOVE  
MARKET VALUE**



**1. Sell for 1 USD + keep equity to get upside (only for distressed businesses – skip this one if your business is profitable)**

This is right, if your business has a tough time and you might think the only way is to close it down or you don't have time to find the money or/and you feel you can not fix it, but someone else might be able to do it. And if they do, and there is some upside you want to be part of - you can.

If your business is losing money, is technically insolvent, has loads of debt, or any other problem the value is probably \$0 now. It's the terrible and frustrating end of the business ownerships, but sometimes it happens. What to do with it?

You might want to find a skilled turnaround investor, sell them your business for 1 USD (or a small amount), and walk away.

Do you think there is still some upside that you want to be a part of? You can sell only portion of your business and keep some equity in the business. If the business fails, you didn't lose anything, and your partner can take care of all the issues (so you can be stress-free and start something new). But if the turnaround is successful, you can sell your equity later and get some money back from the business without hustle and stress.

Is this your situation? We do deals like that all the time, so schedule a call, and let's do it together.



## 2. Give terms and get your price quickly

There is an old deal-making saying, “you dictate a price – I dictate the terms. If you dictate the terms – I dictate the price.”

It doesn't have to be the truth, but let's use this principle to get what you want quickly, move on and sell your business.

Business is beautiful because there are a lot of moving parts. So there is a lot of options on how to structure the deal, so it's a win-win for you and the buyer as well.

You know why you want to sell your business. Let's have a quick look for business buyer motivation:

- Wants to buy for a price that is a market multiple of profits
- Wants to know as much information as possible about the business
- Wants to have the best return on his investment
- **Want to use as little of his own cash as possible**

The last one is probably the most important. If you offer a deal that is great for you and the buyer needs to put 0 dollars out of his pocket, you will have a line of buyers and not struggle to sell. So let's see how you can do it without compromising your return and sell your business fast.

Some of them are:

- Provide seller financing (be a bank, receive interest, and have a cash flow)
- Earn-out (some hidden potential that makes you feel the business is more valuable, then everybody else thinks? Do it as an earn-out to get a piece of this upside without breaking the deal.)
- Keep some equity (sell only 90,80,70% of the business for the same price – you will get more from the business, and the seller will not need to spend more money = win-win)
- Another financing options
- And much more...

So you can structure the deal for the buyer so that they will have a great deal, possibly a 0 money down deal. And that way, you can dictate the price and you can sell your business in a week if you want to.

[Are you looking to sell? Then, schedule a call, and let's find a deal that best suits you.](#)





### **3. Keep the real estate to get stress free income and sell the business**

Do you own the real estate inside the business that you feel is more valuable than the business itself?

Then, you can sell (hand over - can combine it with strategy 1 or 2) the company quickly, keep the real estate, and lease it to a new owner.

You will get rid of the burden of running/owning the business while still having an income from renting the real estate.

This strategy is excellent for retirement sales for businesses like assisted living facilities, businesses with factories, hotels etc.

Like this? [Schedule a call and get an offer](#)



## **4. Corporate Carve-out**

Do you have a group of companies, and some of the subsidiaries are underperforming?

Maybe your other businesses need to pay the bills for these under performers?

Just carve it out using the strategies we mentioned (1,2, or possibly 3) and get rid of it.

You can get the value back to your balance sheet by selling it with seller financing. And when done it right, you can also take back the losses against the gains of other businesses in the group and make a massive saving on taxes.

[Looking to carve out underperforming business in your group? Schedule a call and get an offer.](#)



## 5. Use Public Markets

This strategy is for well-run companies with over 1M USD in EBIT. You can sell your business or take it public and get the public shares or public bonds for your business. We have a group holding that brings companies that way, or if you have 3M USD in EBIT +, we can help you to go public directly by yourself and have your own public company.

If you want to leave day to day operation, we can take it over (so you can be a board member if you like to, but not work day-to-day anymore).

You will get quick liquidity for a great value, unlock many upsides (buying other businesses, access to capital, chance to attract bigger contracts, find top level employees as you can now give them stock options as other public companies and much more) and see your business go to the next level.

[If you have a company like that and want to explore this option. Schedule a call now, and let's find out the best way for your business.](#)



## **6. Optimize & Maximize Value of your business to sale it for great price and terms**

Don't you like these strategies? Do you want to take the time and maximize the value of your business to sell it for a great price and terms? Then, this strategy is for you!

This last strategy is not a quick fix and will not help sell your business quickly, but it will help you unlock value in your business, find hidden money in your business and get the most out of your business when selling it.

Please don't take me wrong. We have strategies we use for companies we buy to make massive changes in profitability, cash flow, and shareholder value in the first 90 days. So you don't need to wait for two years.

The beautiful thing is that based on your timeline, we can find together things to make your business much more valuable and ready for sale. There are 8 major drivers of value and 5 financial must-haves to optimize & maximize the value of your business. Working on these drivers will make your business more profitable, less risky, and more enjoyable to own. Sometimes after these changes, people don't want to sell at all.

So based on your timeline, we can find a plan to optimize and maximize the enterprise value of your business.

We have a great tool to find these upsides quickly. [Fill out our Drivers of Enterprise Value questionnaire here](#). We will analyze your business for you for free, send you additional questions if needed (usually financial information), and we will prepare a turn-key plan for you to maximize the value of your business. So you can sell it anytime you need or want for the highest valuation and achieve the financial success you have always dreamed about.



There you go. These are the 5 strategies to sell your business fast for market or above market value. And in addition, an option to maximize the value of your business so you can sell it for a great valuation.

Please reach out to us anytime at [info@krystofbartos.com](mailto:info@krystofbartos.com), [schedule a call](#) or fill out [the Drivers of Enterprise Value questionnaire here](#) when you want to sell your business.

There are only 3 easy steps to sell your business to us

1. Schedule an introduction phone call
2. We exchange information about your business
3. We give you an official offer

[So schedule a call now](#) and get an offer for your business in less than 14 days!

Looking forward to speaking with you and I wish you all the best.

Krystof