

Sell-Side: Start-to-Finish Deal Flow



- Work with an M&A Broker to clarify your desired goals from the Exit
- Plan the best timing based on post ownership goals
- Strengthen aspects of the company
 - Partnerships & Market Synergies
 - Competitor Differentiation and IP Protection
 - Customer and Distribution Channels
 - Supplier agreements
 - Employee agreements
 - Top and Bottom line Financials
 - Operations, Efficiencies and Margins
 - Organize and prepare company records
- Understand Customer and Employee needs and impacts

- Seller and M&A Broker set expectations & vision for end state
- Seller signs M&A Broker contract to start the selling process.
- M&A Broker conducts Market and bench-marking analysis to understand company's value
- Perform detailed Valuation using market analysis and recent financials
- Identify Buyer 'Type' and create list of Potential Buyers
- Create Confidential Memorandum (CM)
- Create anonymous email
- Get approval from Seller for 3 documents in order to proceed.

- Send out Teaser email to Potential Buyer list.
- Follow up with Potential Buyers to assess interest.
- Qualify interested Buyers
- Sign NDA with qualified Buyers and distribute CM
- Conduct discussions with qualified Buyers
 - Answer Buyer questions
 - Discuss T's & Cs
 - Resolve deal killers
- Obtain multiple Letters of Intent (LoI) from interested Buyers
- Sign LoI with most qualified
- Conduct Due Diligence
 - Disclose Company records
- Negotiate Deal details and issues
- Buyer creates draft Purchase Agreement with legal advisor
- Negotiate Purchase Agreement details, and Reps & Warranties
- Finalize Purchase Agreement
- Sign Purchase Agreement and Close the deal

- Create an Integration or Transition Plan
- Perform legal registrations and necessary reporting
- Track any Reps & Warranties
- Follow-up and complete requirements for any escrow accounts