

# 15 IMPORTANT QUESTIONS TO ASK BEFORE YOU SELL YOUR COMPANY

1. When is the right time to start planning the sale of my company?
2. How do general economic and capital market conditions affect the value of my company?
3. How do business and industry trends affect my company's value?
4. How should my company's financial performance be presented to reflect its true earnings ability?
5. What assets are important to the company's value, and how should their market value be presented?
6. What role will financial projections play in the sale of my business?
7. How are qualified buyer prospects identified?
8. What are the pros and cons of strategic vs. financial buyers?
9. How will the sales process be managed and how will it be kept confidential?
10. What company information besides financial data is needed for the sales process?
11. How can competitive negotiations be used to increase the company's value?
12. What are the risks of selling my company and how do I reduce them?
13. Do I want to stay involved in the business after the sale?
14. How do I plan to invest and manage the proceeds of the sale?
15. What plans do I have for my life after the sale?

"BKD Corporate Finance (BKDCF) did a fantastic job representing us in the sale of McQueary Bros. Wholesale Drug Company. Even though we knew the likely buyers for our company, the BKDCF team identified additional options and managed the competitive negotiating process to identify the best buyer. This resulted in a transaction that exceeded our expectations. Knowing what we now know about the complexities of the sale of our company, we were very pleased to have the BKDCF team represent us."

– David & Rick McQueary

This statement may not be representative of the experience of other clients and is no guarantee of future performance or success.

**BKD Corporate Finance, LLC** applies our technical expertise, unmatched client service and disciplined delivery of solutions to your corporate finance needs. We are committed to delivering results with integrity: solutions that are unquestionably ethical while also practical, timely and affordable.

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