

# The Selling Successfully Podcast

EPISODE: 01

Don't Sell Yourself  
(or your business!)  
Short



## Top 5 Takeaways



### Plan + prep 3-5 years in advance

Know how much you need in order to retire successfully (\$), build out the tax plan, start constructing your transition strategy.



### Build a strong team of advisors

An integrated deal team can help you navigate a complex process.



### Work with a business valuation expert

Accurately assess your business' worth and avoid leaving money on the table.



### Think like a buyer

Consider their needs, motivations and resources to make your business attractive.



### Invest for success

Slowing down too soon can cause you to sell below market value. Increase your earnings to increase your sale price.