How to Exit Your Business Successfully!

10X BUSINESS BROKER

Presented by Kat Ramirez, Business Broker and Mergers & Acquisitions Advisor

Helping Business Owners Protect Their Legacy, Empower Their People, and Strengthen Their Communities

NOWRA



About Kat

Katherine “Kat” Ramirez is a powerhouse in the world of business acquisitions, marketing strategy, and succession planning. As CEO of several businesses including 10X Business Broker M&A, Kat brings decades of experience helping business owners unlock the full value of their companies–whether they’re preparing to sell, scale, or transition to the next chapter.



Columbia Business School

CERTIFIED MERGERS & ACQUISITIONS PROFESSIONAL
CM&AP

IBBA INTERNATIONAL BUSINESS BROKERS ASSOCIATION.®

Key to Success

“Exit Planning isn’t the end—it’s the legacy you leave behind.”

Do Not Wait Till It is Too Late!

Why It Matters!

- AI is taking over a lot of white-collar jobs - They are trying to buy their Freedom
- More people are looking to buy a business as an investment as opposed to Real Estate
- It is always a “SELLER’s MARKET” for any Septic or Waste Management business - It’s Dirty & Stinky
- Your industry is Recession and AI Proof that is a golden ticket

The Cost of No Plan

- Loss of business value
- The Community Will Suffer with No Replacement
- Employees Will Not Have Future Jobs!
- Your Family Legacy will vanish



The #1 Reason Business Owners Do Not Sell Their Business is because:

“They Say They Will Work Till They DIE!”



Your Reason For Selling

There are lots of reasons why someone sells.

- Retirement
- Burnout
- New Ventures
- Health
- Major Life Change
- Moving
- Divorce



Start Planning EARLY!

Ideally, begin preparing 24 to 48 months in advance. You need a plan to know when to sell for Maximum Value!

- Plan for a Strong EXIT
- Know Your Numbers
- Train Your Replacements
- **BE READY!**



Get A Professional Valuation

This ensures your asking price is grounded in market reality and helps justify it to buyers.

PLEASE BE AWARE - Your industry is unique in pricing your business, and most buyers don't know this and will undercut your price because they are not EXPERT BUYERS!



THEY WILL TELL YOU HOW TO PRICE IT - DON'T LISTEN TO THEM!

Prepare Financial and Operational Documentation

- Transparency builds trust and speeds up due diligence.
- Accounting does make or break your business
- Pricing Equipment: 2 options: Fair Market Value or Appraisal
- Real Estate has to be optional, or you will never sell
- Buyers will want a business that is NOT 100% dependent on YOU!



Improve Transferability

Systematize operations, reduce owner dependency, and build a team that can run the business without you. The more turnkey the business, the higher the value.



No One wants a business you have to babysit!

Boost Business Value

Focus on increasing profitability, recurring revenue, and customer retention. Eliminate unnecessary expenses and highlight growth potential.

Leadership In Place - IS KEY

License Requirements = Keeps Competitors Out

Legacy = Creates Demand i.e. 2nd generation, 3rd

Turn-Key - SOPs in Place People know what to do without YOU!



How Will You Sell?

You 100% YOU

Hire a Professional Business Broker or M&A Consultant





Market the Business Strategically!

Craft a compelling business overview and prospectus also called CIM Report!



Confidentiality & Protection is key!
Use NDAs



Qualify Buyers

Vet financial capability, experience, & intent.

Avoid tire-kickers & time-wasters.

Private Equity

Investor Groups

Regular Buyer

Lookie Lous - They Wish



Negotiate Terms

Use a skilled Business Broker to protect your interests.



Owners Get Emotional and Can Kill Deals when they sell their own business.

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Due Diligence

Expect a deep dive into financials, legal issues, operations, and customer relationships.



You have to disclose everything with the business = EVERYTHING!

Get to The Finishline

Finalize legal documents, transfer assets, and settle financial terms. Ensure compliance with tax, legal, and regulatory requirements!



Septic Business Success

3rd Generation Business had no kids. They had to sell to keep the business going. They tried to sell on their own and could not find any “Serious Buyers.”

They did not want to give up so they hired a Business Broker and Sold the Business for $100,000 more than they had it listed themself and it SOLD in 3 months.



A Business Broker has a pool of Serious Buyers Already

Common Pitfalls

Dependent Business On the Owner
Please ensure your **team** has clear roles that the owner has **delegated.**

POOR Valuation
Failing to assess the **true worth** can lead to losses.

Bad Book Keeping
Your Books and Records need to be **clean and clear** and easy to understand.

Emotional Decisions
Avoid letting **feelings cloud** judgment during the process.

What You Need to Know

- Not everyone has your best interest in mind!
- Protect Yourself and Your Business from Bad Buyers
- People will throw Price Tags in Your Face - Are You Leaving Money On the Table?
- Buyers have a support Team - You need one too!
- Prepare Prepare Prepare!
- Numbers will make or Break You!

Timeline and Process



Start Planning Your Exit

Get a Professional Valuation

Decide if the Price and Timing are Right!

Businesses take 6 months to a Year to Sell

You Get to Pick the Buyer!

You Approve The Offer Price

You Sell Your Business Successfully!

“What’s your biggest concern about Exit Planning?”

Let's encourage participants to share their thoughts on **effective succession planning** strategies and experiences.



Don’t Wait Till it is Too Late



When you wait, you put the burden on your family to figure it out and lose a lot of money because:

- **You Had a Massive Heart Attack or other Health Condition**
- **You Were in an Accident & Can’t Work**
- **Or You Divorce & Your Spouse Wants 1/2**
- **Or God Forbid You DROP DEAD**

Don’t Burden Your Family - Plan Now!

Questions?

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