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## **FIRST IMPRESSIONS REALLY COUNT!**

You, as the seller, are an integral part of the total marketing program. We would like to offer a few friendly recommendations that will help in our marketing efforts.

It might also be helpful if you took a good look at your business from the perspective of a buyer. What could you do to make it more attractive or more saleable?

Obviously, the financial records of your business are critical to the sale, but how it looks is also important. First Impressions really count! If a potential buyer doesn't like the appearance of your business, the rest of it may never get a chance.

### **KEY POINTS TO KEEP IN MIND:**

- Keep normal operating hours. There may be a tendency to "let down" when you put your business up for sale. However, it is important that the prospective buyers see your business at its best.
- Repair signs, replace outside lights, etc. You don't want your business to look as if it has been neglected.
- Maintain inventory at a constant level. If you let your inventory slide, your business will look neglected. If anything, increase it so your business will look busy.
- Remove items that are not included in the sale or unnecessary items, especially if inoperative.
- Repair non-operating equipment or remove it, if you are not using it.
- Tidy-up outside premises.
- Spruce-up the inside of the business with special attention to:
  - Cleanliness and hygiene (bathrooms, kitchen, waste disposal, etc.)
  - Thorough cleaning of Floors, Carpets, Window Treatments, Furniture, etc.
  - Plants (remove or replace dead plants) and Flowers
  - Lighting (replace broken lights, clean the light boxes)
  - Discard old signs and out-of-date products/promotions

These are just some suggestions and ideas that might be useful to making your business look the most attractive it can be. If you have any questions, please don't hesitate to contact us!

Your Team at The Biz X-change™.

***The Biz X-change™, The Gateway to selling your business...***