



Visit Monte Carlo- Then think about selling your business!

I have never enjoyed gambling at the casinos. Give me 15 minutes with my \$20 budget and I have either grown bored or my \$20 has run out. Actually, that is not the truth... I have never spent all of my \$20. So, what does this have to do with thinking about selling your business?

If you own a business, you are a gambler in some ways. The risk of your investment in time and money is quite high, higher than investing in the stock market... and almost as high as trying to beat the casino!

So now that we have clarified that point, my next statement to sellers is... You need to visit Monte Carlo! No... I am not contradicting myself. I have business owners come to me all the time asking me to sell their business, but they have not considered how that will effect their overall financial and life plan! I can sell your business, but will the pot of gold meet your life goals and needs? As an advisor, I prefer to avoid the comments from my sellers, after a couple of years past the closing, that "we sold the business too low." Those thoughts come from not knowing what was needed in the first place. So, how do you figure out this info and make sure you are selling the business for the best price? You visit Monte Carlo!

Now, before you buy your plane tickets, you need to know that I am not talking about the city

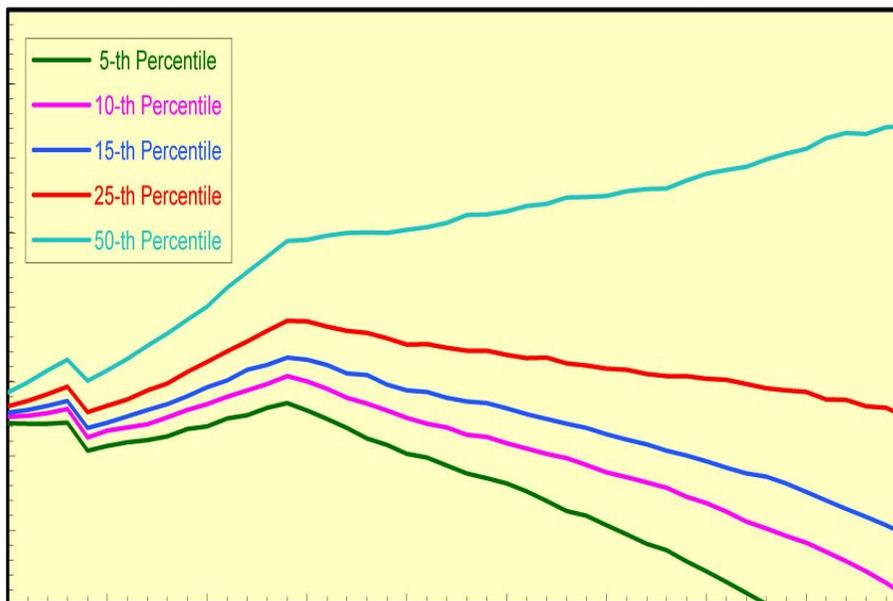
of Monte Carlo. I am actually talking about financial planning for you and your family. You need to meet with a financial planner and determine what the chances are that you will have the savings you need to live your required lifestyle from the money you already have combined with the proceeds you will receive from selling the business.

Please look at the example chart below. The first spike represents when a young seller sells the majority of their business. The spike was not huge because they had already discovered what the true market value of their business was and that value was included in their net worth already. Then say they buy their dream home and start gifting some of their investments to their children and charities. That represents the decline in the net worth in 2023. They decided they are still too young to retire so they continued to work with the buyer having maintained a minority position in the company.

Finally, you retire, and if you are fortunate your investments will continue to grow, but eventually you start eating into your saving's principal. Your plan is to have enough money to carry you through to the funeral home!

The chart shows you that you need to plan ahead. In this example, the Seller does not plan to sell until 5 years out and then keeps a minority portion of their company! That is a long time from now. If you are burned out and need to sell, fine... but if you need to hold onto your business as a job until you can afford to retire, understand your numbers are the key.

Selling your business is just a small portion of your financial life plan. Plan well!... OK ... please—just plan! Please feel free to call Capital Endeavors for any contacts you might need in the financial planning arena. We have just the right financial planner we can put you in contact with. We are here for you now and ready for you when “the time is right” to sell your business—now or later.



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