



**sbdees** is an experienced sales centric boutique consulting firm operating as intermediaries and marketers within the Business Brokerage, M&A and Franchise Industries.

**We represent small to midmarket size business owners, franchisees and franchisors who wish to sell their business on the open and/or private markets.**

Our portfolio varies from 75-150 businesses and established franchises located across the USA. We offer investors a wide range of options with varied cashflows and prices.

We are full service and handle all processes related to marketing and selling our clients businesses. We Offer our clients over 20 years experience in the fields of Business development, Marketing and Sales.

We have experience selling products and solution oriented services in a wide range of industries. This experience and the diversified knowledge allows us to quickly understand the businesses we represent then professionally translate our understanding to potential buyers.

We have been operating as intermediaries in the business brokerage industry and selling businesses for the past 10 years.

**We have a long list of satisfied clients.**

Proof of this satisfaction is the fact that we are able to operate a sustainable model which relies on referrals. **98% of our business comes to us by way of referrals.**

While there are exceptions, we have a policy to require prospective clients to have a previous link to us, prior business dealings or be referred by someone we have done business with in the past.

**We specialize in Franchise re-sales.** We understand the Franchise industry and are the preferred and referred broker for a number of national Franchisors. When franchisees need to sell their franchise we are the people they call. We have set a number of industry records when it comes to franchise sales.



Please call John Allen Dees or Vernon Suemnicht for more information about selling or buying a business.

John Allen Dees, Jr. Owner/Intermediary Broker [dees@sbdees.com](mailto:dees@sbdees.com) PH (334) 303-1567

Vernon Suemnicht, Intermediary Broker [vernon@sbdees.com](mailto:vernon@sbdees.com) PH (314) 795-1026



## Preparing your Business for Sale

**sbdees** has a successfully history of marketing and selling businesses. We have over a decade's worth of experience when it comes to selling small to mid-market size businesses including those operating as branded franchises. We understand what buyers are looking for when they shop for a business. Buyers will be comparing your business to businesses operating in your industry as well as operate outside the industry you are in. **sbdees** focusses on making your business look better than the businesses it is stacked against.

**sbdees** will need the below information to prepare a marketing package to present your business. If you are selling a business with multiple locations as a combination sale we will need to provide individual and combined location cash flow analysis. The information we are requesting will be prepared in a format for buyers to efficiently and effectively assess the business, its value/price, as well as determine what their projected ROI should look like. The package we create will allow us to negotiate the best price for your business.

We guide buyers through a controlled due diligence process proprietary to **sbdees**. This sets your business apart from the others. Our goal is to steer buyers to the conclusion that your business is right for their needs, without using overbearing sales tactics. To achieve this, we focus on handholding buyers through a four-stage sales process.

The four stages are; 1) Education 2) Confirmation 3) Verification and 4) Expectations. We educate them about your business and the industry it operates. We confirm the business's performance. We verify the information is accurate. We show that your business meets their expectations.

### Items Needed for Sale

I will compile and organize the information you send us as well as create additional marketing and sales documents.  
**List**

1. **The Pre-listing Data Request Sheet.** (We will send you to fill out)
2. **P&Ls-** Prefer last 3 years plus monthly for '17 if you have them ('15, '16, '17)
3. **POS Reports by month (shows actual sales)-** (I prefer you generate this report from your POS software.)
4. **Lease-** (Copy of most recent)
5. **Photo of business-** (iPhone pic is fine. Please provide multiple shots from all angles, DO NOT COMPRESS

### Additional information we may need later

6. **Sales Tax reports** (used by Buyer to confirm sales revenue)
7. **Payroll Tax reports** (used to confirm payroll)
8. **Tax returns last 3 years** (Used to confirm revenue and profits)

Please let me know if you have any questions.

Regards,

John Allen Dees, Jr

**sbdees**

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