



RETHINKING SELF-REPRESENTATION IN BUSINESS SALES: WHY PROFESSIONAL ADVISORY MATTERS

By JoAnn Lombardi, President VR Business Sales / Mergers & Acquisitions

EXECUTIVE SUMMARY

Many business owners believe they can manage the sale of their company independently. While this may appear to save money, the reality is that self-representation often results in undervalued deals, missed opportunities, and unnecessary complications. This white paper addresses common misconceptions about selling a business without professional guidance and presents the strategic advantages of working with experienced advisors such as those at VR Business Sales / Mergers & Acquisitions.

MISCONCEPTION 1: "I ALREADY KNOW MY BUYER"

Owners often assume that having a known buyer eliminates the need for professional representation. However, familiarity does not guarantee fair market value. Without competitive tension and strategic positioning, deals tend to close below optimal pricing. VR ensures that every transaction is supported by market insight, buyer qualification, and negotiation expertise to maximize value.

MISCONCEPTION 2: "ADVISORS ARE TOO EXPENSIVE"

Many sellers focus on the cost of advisory fees without considering the value added. Professional advisors often increase the final sale price significantly, far exceeding their fees. VR advisors are trained in valuation, exit planning, and deal structuring, supported by proprietary tools and a nationwide network. Their involvement consistently leads to higher sale multiples and better terms.

MISCONCEPTION 3: "SELLING A BUSINESS IS STRAIGHTFORWARD"

Selling a business involves much more than finding a buyer. It requires preparing financials, maintaining confidentiality, navigating legal complexities, and negotiating terms. VR intermediaries undergo rigorous training including a specialized program with the University of Miami Business School to master these disciplines. Their expertise helps sellers avoid costly errors and ensures a smooth transition.

MISCONCEPTION 4: "I WILL SAVE TIME DOING IT MYSELF"

Self-representation often consumes more time than expected and distracts owners from running their business. This can reduce performance and value during the sale process. VR advisors manage the entire transaction, allowing owners to remain focused on operations. Their structured approach leads to efficient closings without compromising business continuity.

MISCONCEPTION 5: "I CAN HANDLE NEGOTIATIONS ALONE"

Negotiating a business sale is emotionally charged and financially complex. Owners may struggle to remain objective or lack experience with buyer tactics. VR intermediaries act as trusted advisors, bringing professionalism, strategic leverage, and emotional neutrality to negotiations. Their role is to protect the seller's interests and secure favorable outcomes.

VALUED REPRESENTATION

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THE VR ADVANTAGE: EXPERTISE AND STRATEGIC SUPPORT

VR Business Sales / Mergers & Acquisitions distinguishes itself through its Valued Representation model which includes:

- Comprehensive transaction support from initial analysis to closing
- Proprietary tools such as valuation software and digital marketing resources
- A collaborative culture that shares expertise across offices
- A proven track record with a listing sale rate that doubles the industry average

CONCLUSION

While self-representation may seem appealing, it often leads to suboptimal results. Professional advisors like those at VR bring the experience, tools, and strategic insight necessary to unlock true value. For business owners considering a sale, partnering with a trusted intermediary is not just a smart choice, it is essential for achieving the best possible outcome.