



SELLING A BUSINESS IN TODAY'S MARKET: HOW VR M&A HELPS YOU ACHIEVE A FAIR MARKET VALUE

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Running a business today means navigating constant change, economic shifts, rising costs, evolving customer expectations, and fierce competition. If your company has been under financial pressure for some time and recovery seems out of reach, selling may be the most strategic move. At VR Mergers & Acquisitions, we specialize in helping business owners like you maximize value and secure a fair market price, even in challenging circumstances.

STEP ONE: UNDERSTAND WHAT YOUR BUSINESS IS REALLY WORTH

Deciding to sell is never easy. You've poured time, energy, and passion into building your company. Once you've made the decision, the first step is a clear-eyed valuation. VR M&A Advisors will conduct a comprehensive assessment of your business, including:

- Financial performance: We analyze your financials to determine earnings, cash flow, and asset values.
- Tangible assets: Real estate, equipment, and inventory are evaluated for their current market value.
- Intangible assets: Your brand, customer relationships, intellectual property, and proprietary data can significantly impact your valuation, especially in today's knowledge-driven economy.

This valuation becomes the foundation for negotiating with buyers and setting realistic expectations.

WHAT BUYERS ARE LOOKING FOR IN TODAY'S MARKET

Buyers of distressed or underperforming businesses aren't just looking for a bargain, they're looking for opportunity. Here's what typically attracts them:

- A. Revenue Potential - A loyal customer base, recurring revenue, or cross-sell opportunities can be highly appealing. For example, if your company manufactures HVAC systems, a buyer in the installation and service space may see strategic value in acquiring your product line.
- B. Facilities & Infrastructure - A well-located facility with a transferable lease or underutilized equipment can be a major asset. Buyers often look for ways to scale operations quickly without starting from scratch.
- C. Talent & Leadership - Skilled employees and experienced managers are valuable, especially if they're open to change. Buyers may restructure roles or optimize teams to boost performance, but they'll want to know the talent is there.

While growth potential alone may not increase your sale price, it can be the deciding factor in whether a buyer moves forward.



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VALUED REPRESENTATION



POSITIONING YOUR BUSINESS FOR A SUCCESSFUL SALE

Selling a business requires strategy, timing, and the right guidance. VR M&A Advisors bring deep experience in navigating complex sales and can help you:

- Improve your market position before going to market.
- Identify and connect with qualified buyers from our extensive network.
- Develop a strategic exit plan that aligns with your goals.

We also help you maintain focus on daily operations during the sale process—keeping communication open with lenders, investors, and key stakeholders. Their support is often critical to closing a deal.

THERE'S A PATH FORWARD

Selling your business may feel like the end of a chapter, but with the right preparation and support, it can also be the beginning of a new opportunity. VR M&A Advisors are here to help you navigate the process, protect your legacy, and achieve a fair outcome, even in tough times.