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VALUED REPRESENTATION

MAXIMIZING BUSINESS VALUE: WHY PROFESSIONAL REPRESENTATION MATTERS

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

EXECUTIVE SUMMARY

Business owners often underestimate the complexity of selling a company and the impact professional representation can have on value, confidentiality, and transaction success. This paper explores common misconceptions and explains how experienced advisors help maximize outcomes.

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 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.



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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 network that leverages expertise, buyer relationships, and market knowledge across the organization.
- A proven track record spanning six decades.

CONCLUSION

In today's marketplace, selling a business requires more than finding a buyer. It requires strategic positioning, confidentiality, valuation expertise, and skilled negotiation. Business owners who work with experienced advisors are better positioned to maximize value, reduce risk, and achieve a successful transition.

Whether your exit is months or years away, engaging with a professional advisor early can help you prepare, increase value, and avoid costly mistakes. Contact your local VR advisor to discuss your goals and begin planning your transition.

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