



At our initial meeting we will discuss your current situation. Naturally, we can only list businesses that make sense—those that will sell; otherwise it makes us look like we are not doing a good job if we have business listings hanging around for over a year.

The market is constantly evolving. If you feel your business is worth X and we determine it is only worth Z, we would not be able to promise you quick results. If we are too far apart, we may have to refuse the listing.

Many owners are emotionally attached to their businesses. Remember, buyers are not buying your memories—they are buying your current sales, lease, and net profit.

If the business is overpriced or has other negatives, it could sit on the market for months.

This is not good in the Food & Beverage industry. It is also not beneficial for our company if we do not get it right and cannot sell your business because it is overpriced or has an underlying problem we were not aware of.

The number one reason a business usually does not sell is because it is overpriced and/or has an undesirable lease.