

Table of Contents

Acknowledgments.

Preface.

Chapter 1: What Buyers Are Looking For.

Chapter 2: Why Sell?.

Chapter 3: Types of Buyers.

Chapter 4: The Selling Memorandum.

Chapter 5: Attracting and Retaining Key People.

Chapter 6: Financial Metrics.

Chapter 7: Your Board.

Chapter 8: Marketing Your Business for Sale.

Chapter 9: Valuing Your Business: An Introduction.

Chapter 10: Valuation: Book Value of the Stock and Financial Condition of the Business.

Chapter 11: The Company's Earnings Capacity: Profit and Loss Statement; Dividend Paying Capacity, The Size of the Block of Stock to Be Valued, The Market Price of Similar Stocks.

Chapter 12: Methods of Determining a Business's Value.

Chapter 13: Confidentiality: An Introduction.

Chapter 14: Confidentiality: Limiting Data Dissemination and Preparing Confidentiality Agreements.

Chapter 15: Letter of Intent.

Chapter 16: Due Diligence.

Chapter 17: "Forms of Acquisition, Contract of Sale, Utilization of Attorneys and Certified Public Accountants.

Chapter 18: After the Sale.

Appendix Online Resources.

Index.