

20-30 hours With  Sell Direct

75-100 hours Selling the hard way

Save 50 - 70 hours
with Sell Direct

Time is Money

The Sell Direct process is designed with the business owner & operator in mind. We save you precious time so you can focus on running your business throughout the sale process.

Get to Market: 2-4 hours


Selling the hard way: 5-10 hours


Find Buyers: 8-10 hours


Selling the hard way: 30-40 hours

Deal Execution: 11-16 hours

Selling the hard way: 40-50 hours

Stage	 Sell Direct Process
1 Get Started 10 minutes	<ul style="list-style-type: none"> Complete the Business Profile questionnaire to get started in minutes <p>What we need from you: <u>10 minutes</u></p> <ul style="list-style-type: none"> Get started!
2 Reverse Diligence 1 week	<ul style="list-style-type: none"> We finalize your Business Profile and review our findings with you <p>What we need from you: <u>1-2 hours</u></p> <ul style="list-style-type: none"> Review findings and share additional business context
3 Go to Market 1 week	<ul style="list-style-type: none"> We create an online listing & marketing assets from your Business Profile We create a custom, branded data room for secure data access by qualified buyers Your listing goes live, and is featured on multiple marketplaces and listing directories We solicit qualified buyers to accelerate the deal, and share real-time engagement metrics <p>What we need from you: 1-2 hours</p> <ul style="list-style-type: none"> Approve marketing materials & listing content

Stage	 Sell Direct Process
4 Screen Interested Buyers 1-2 weeks	<ul style="list-style-type: none"> Buyer indicates interest, signs an NDA, and receives access to marketing assets Applies for qualification to verify financial standing Once qualified, buyer gets access to your Business Profile & data room assets <p>What we need from you: 1-2 hours</p> <ul style="list-style-type: none"> Confirm which buyers you would be interested in meeting
5 Meet Qualified Buyers 1-2 weeks	<ul style="list-style-type: none"> We coordinate face-to-face meetings with qualified buyers to give them a closer look at the business <p>What we need from you: 5-6 hours</p> <ul style="list-style-type: none"> Attend meetings and decide which buyer(s) to engage for LOI
6 Accept LOI 1-2 weeks	<ul style="list-style-type: none"> We centralize all LOIs from qualified buyers We provide a comparison of key deal terms for your consideration <p>What we need from you: 2-4 hours</p> <ul style="list-style-type: none"> Share any pre-diligence documents needed for LOI Review and accept an LOI

Stage	 Sell Direct Process
7 Diligence & Negotiation 4-8 weeks	<ul style="list-style-type: none"> We organize and centralize diligence requests in your data room to coordinate secure data transfer We transform your transaction and customer data into the format that buyer(s) are requesting (as needed) We provide access to an expert network of lawyers, accountants, and tax advisors to support you through the negotiation <p>What we need from you: <u>8-10 hours</u></p> <ul style="list-style-type: none"> Respond to applicable diligence requests Provide access to transaction and customer data, as needed Answer questions from experts to ensure your needs are met in the sale
8 Finalize Deal Documents & Financing 2-4 weeks	<ul style="list-style-type: none"> We provide and maintain an up-to-date closing checklist We keep you updated on the progress of all outstanding closing conditions <p>What we need from you: <u>2-4 hours</u></p> <ul style="list-style-type: none"> Respond to any final information requests Ensure the final deal documents reflect your negotiations
9 Sign Purchase Agreement & Closing 1 week	<ul style="list-style-type: none"> Coordinate a smooth closing with your counsel, buyer's counsel, and any financing institutions <p>What we need from you: 1-2 hours</p> <ul style="list-style-type: none"> Sign Purchase Agreement, receive payment, and pay Platform Fee