



How to sell your family business in less than 6 months?

June 2018

Agenda

*What are your personal
ambitions, your dreams
for the future?*

*How to approach the sale
process?*

*How to avoid stress and do it
fast?*



Family business

How to approach the sale process?

What is the most relevant Sale process for my company?

01

**Full Auction
Process**

*Approaching all potential buyers
in the market*



02

**Limited
Auction
Process**

*Approaching a few logical best
buyers*



03

**Exclusive
Deal**

*Negotiating a transaction with
only one party*



Typical stages of a sale process



Prepare a Teaser, confidential information memorandum and a list of potential buyers.

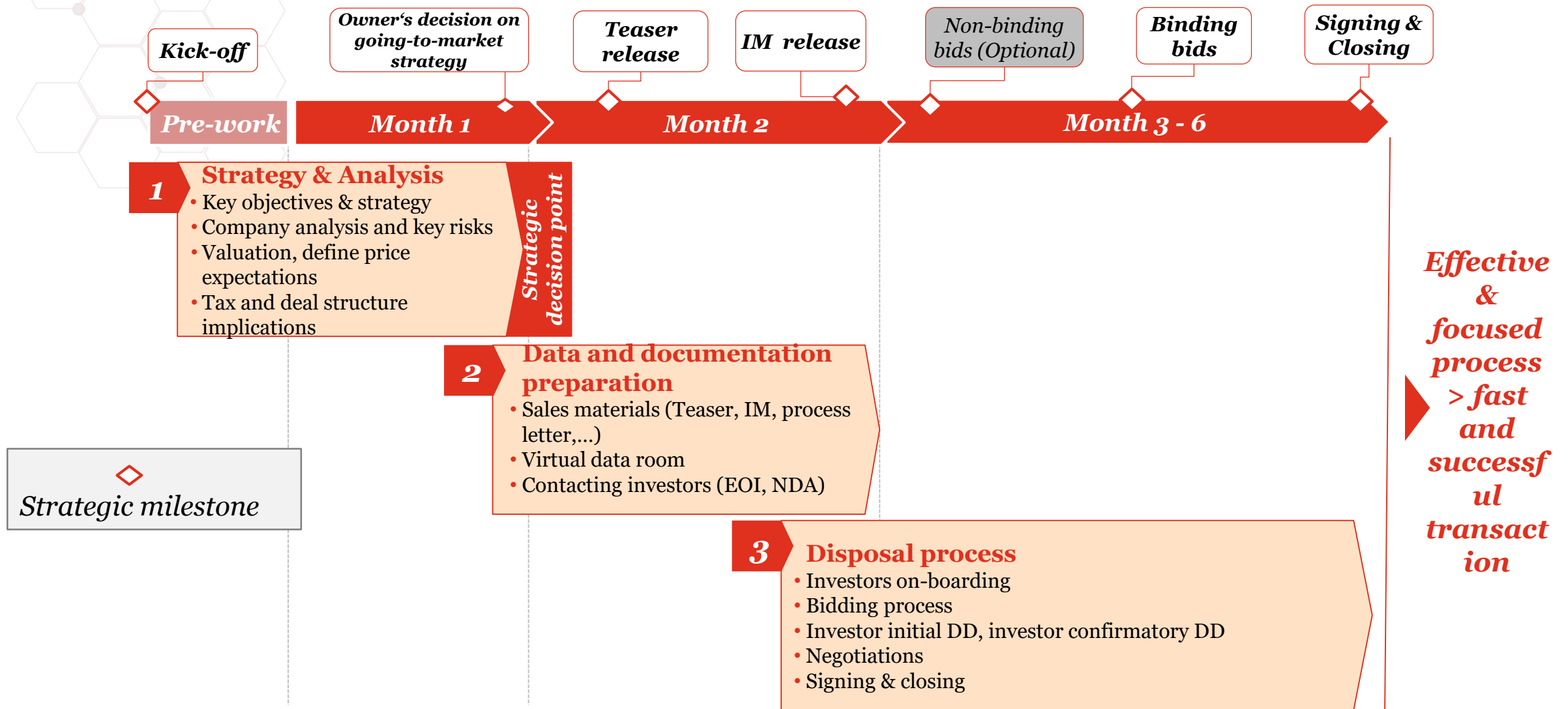
Assess each buyers' price, structure, conditions and financial capability to close the transaction.

Set the price expectations and understand the seller's objectives.

Manage the flow of information and qualify the buyers. Create „competition“.

Manage the due diligence and finalization of a sale and purchase agreement.

Timeline of a one-step sale process





Family business

How to avoid stress and do it fast?

Stress factors

Emotions

Responsibility



One-of-a-lifetime event

Feeling alone

Major source of family income

Fear of failure

How can we avoid stress and close the deal fast?

Steps to avoid stress and close the deal fast



Select the right TIMING!



1. Assemble the Transaction team

- legal advisor
- business valuator
- accountant/ controller
- **sell-side advisor**

Confidentiality?

Steps to avoid stress and close the deal fast



2. Define what is being sold



3. Evaluate the price range and structure of the transaction

Steps to avoid stress and close the deal fast



4. Identify/Resolve any problems with the business



5. Develop a marketing plan

Steps to avoid stress and close the deal fast



6. Meet your buyers, negotiate the sale



7. Undergo mutual due diligence

Steps to avoid stress and close the deal fast



8. Prepare and execute the SPA



9. Close the transaction and celebrate!

What are the key takeovers?

- ✓ **Prepare in advance**
- ✓ **Find the right buyer**
- ✓ **One-step sale process**
- ✓ **Control all stakeholders**
- ✓ **Strong team of advisors**
- ✓ **Put your records in order**

Remember: the longer you take to close the deal, the more likely the buyer will want to walk away...

Thank you



Timea Kisuczky Dimkovski
PwC | Senior Manager in Advisory
Office: +386 1 583 6021 | Mobile: +386 40 639 238
Email: timea.kisuczky@pwc.com
PwC SVETOVANJE d.o.o.
Cesta v Kleče 15, 1000 Ljubljana, Slovenia
<http://www.pwc.com/si>



Primož Rozman
PwC | Manager, Deals
Office: +386 1 583 6000 | Mobile: +386 30 324 742
Email: primoz.rozman@pwc.com
PwC SVETOVANJE d.o.o.
Cesta v Kleče 15, 1000 Ljubljana, Slovenia
<http://www.pwc.com/si>



Franci Tušek, FRM
PwC | Manager, Advisory - BRS
Office: +386 15836 044 | Mobile: +38651 687 075
Email: franci.tusek@si.pwc.com
PwC SVETOVANJE d.o.o.
Cesta v Kleče 15 1000 Ljubljana
<http://www.pwc.com/si>

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