

Until now, the small business owner had two choices; hire a business broker to sell the business or do it yourself. You now have another option: *do-it-yourself, but not by yourself.*

The process of selling a business is very complicated, especially for those who try to do it without a system. It is a fragile process which can be very frustrating and can be damaging to a business if it is not done correctly. Statistics show that about 70% of all businesses that are put on the market are never sold.

The two most common factors that keep a business from selling are 1) the lack of preparation for sale, and 2) an unrealistic selling price. Once the business owner decides to sell the business, he must decide whether to engage the services of an experienced business broker or sell the business himself.

As business brokers we have met many business owners who wanted to use our services but simply could not afford to do so. Perhaps the business was not profitable, or it was too small to justify the commission that would be charged. Most often we would just thank them for their time and move on without being able to help them accomplish their goals.

We have developed this “sellmyownbusiness.com kit” in order to help those owners by providing them with a system and all the tools that they need to have to sell the business by themselves or with a little bit of help. Our XpressValu™ software tool will help you determine the market price for your business. This will save you thousands of dollars that you would normally spend for a business valuation purchased from a professional business appraiser. This kit was designed for small businesses with revenues of \$750,000 or less.

The system outlined in our book will take you step-by-step through the process and gives examples of how to fill in the necessary forms along the way. We have included the necessary forms in both a CD and a separate forms book.

We hope that by putting our years of experience in working with buying and selling businesses into the pages of this book and on to the CD rom enclosed that you will successfully complete the sale of your business. If you need a little bit of help along the way, our experienced business brokers will be there for you. If you ultimately decide that you would be better served by hiring a professional who is experienced in this area we would hope that you would consider using Murphy Business & Financial Corporation. www.murphybusiness.com



sellmyownbusiness.com Programs

Do-It-Yourself but Not-by-Yourself Program - \$750.00

- **Business For Sale Kit**

- **Step-by-step guide of over 200 pages**

- Designed to help you understand the process of selling; the steps involved in preparing your business for sale, determining the correct market price, finding potential buyers, negotiating with those buyers, preparing the sales agreement and other documents and getting to the closing on a deal. Written by Roger J. Murphy and James H. Sinclair, founders of Murphy Business & Financial Corporation, one of the world's largest and most successful business brokerage firms.

- **Complete forms library**

- We provide you with all of the forms you will need in both ready-to-use printed format and on a disc. Step-by-step instructions are included in addition to sample completed forms.

- **XPressValu™ model**

- Our simple to use business valuation software model will allow you to calculate a range of value based on what similar business have sold for. Step-by-step instructions along with a sample XpressValu™ Report are provided.

- **Broker Consultant Support**

- An experienced Business Broker will be assigned to you to provide you with one hour of coaching and support by telephone.



Do-It-Yourself but Not-by-Yourself PLUS Business Broker Coaching Program - \$1,250.00

Your personal business broker consultant will work with you on preparing your business for sale. He will work with you on assembling the necessary information and pricing the business using your XpressValu™ model. This program give you everything you need to put your business on the market.

- **Business For Sale Kit**

- **Complete Business Information Summary** (approximately 5 pages)

- **Analyzing and recasting your financial information** to determine owner's discretionary cash flow, a critical factor in pricing a business

- **Prepare the XpressValu Report** to determine the "estimated range of value" and "the most probable selling price"

- **Prepare a Business Information Report or a Confidential Business Profile** to be used for buyers

- **Prepare a Blind (Confidential) Business Listing Sheet** to be used as an introduction piece for buyers and on business for sale web sites.

- **One Hour of Coaching** to review and discuss the materials with Business Broker Consultant



Additional Support and Consulting - \$125.00 per hour or \$295.00 for 3 hours

Your personal business broker consultant can be available whenever you need additional help throughout the selling process. Having a personal consultant who has experience in the process of business transfer can be an important asset to you and often makes the difference between enjoying a successful closing or losing an entire deal.

Our prepaid broker support and consulting can be purchased at \$125.00 per hour or in blocks of 3 hours for \$295.00

About the Authors



Roger J. Murphy,
CBI, BCI, CBC, MCBC, CBB, BCB

Roger Murphy relocated from New Hampshire to Florida after enjoying a successful career in the publishing industry. Roger had previously been involved in many magazine and newsletter start-ups and acquisitions. He also managed both a direct mail agency and a publishing-related consulting firm.

In March 1994, Roger incorporated as Murphy Business & Financial Services, working independently from an office located in his Palm Harbor home.

In 1998, Jim Sinclair joined the Murphy team as sales director. Jim has more than 25 years of executive sales and management experience with Fortune 500 corporations in the manufacturing, construction and business services industries. Prior to becoming sales director, Jim had owned and operated a successful business brokerage firm in Tampa, Fla.

Roger and Jim strongly believe effective training is the foundation for a successful career, and Murphy Business provides each broker with a solid educational program. Whether new to the industry or a seasoned veteran, all brokers joining the Murphy team participate in an extensive training program.

From 1998 until 2006 (when the company began franchising), Roger and Jim owned and operated 30 branch offices with over 50 broker/agents in Florida. In 2006, 26 of those were converted to franchise offices. Murphy currently has more than 150 business brokerage offices and 350 business brokers in the United States and Canada.

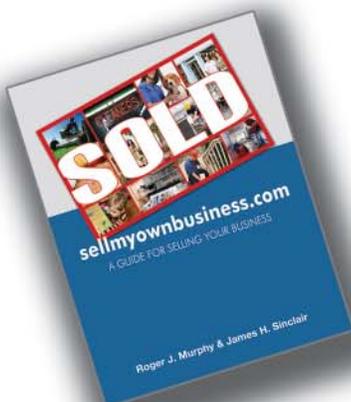
Today, Murphy's corporate headquarters fill over 11,000 square feet of offices in Clearwater, Florida. In addition to the corporate offices, this facility houses the Florida Regional Franchise Operation, Murphy's Corporate Services Division, Training Center, in-house Direct Mail Processing and Fulfillment Center and a complete tele-leads marketing and customer service operation.

As an additional service to our clients, Murphy Commercial Realty, Inc. provides commercial real estate brokerages, and Murphy Valuation Services, Inc specializes in professional business valuations, machinery and equipment appraisal and machinery and equipment brokerage services.

Roger, Jim and their associates have been involved with more than 4,000 business sales throughout North America. Roger and Jim have trained and manage hundreds of professional business brokers, which make them uniquely qualified to produce these materials for those wanting to sell their own companies.



James (Jim) H. Sinclair,
CMEA, BCI, CTEP



www.sellmyownbusiness.com
Toll Free: 877-725-0630

513 N. Belcher Road
Clearwater, FL 33765

sellmyownbusiness.com Order Form

Name: _____ Business Name: _____
 Address: _____
 City: _____ State _____ Zip _____
 Phone Number: _____ Cell Number: _____
 E-mail: _____
 Web Site: _____
 Broker Name: Bob Fariss - Executive Advocate

Do-It-Yourself but Not-by-Yourself Program - \$750.00

- **Business For Sale Kit**
 Step-by-step guide 212 pages
 Complete forms library
 XPressValu™ model
- **Broker Consultant Support - 1 hour***

Do-It-Yourself but Not-by-Yourself PLUS Business Broker Coaching Program - \$1,250.00

Your personal business broker consultant will work with you on preparing your business for sale. He will work with you on assembling the necessary information and pricing the business using your XpressValu™ model. This program gives you everything you need to put your business on the market.

- **Business For Sale Kit**
- **Complete Business Information Summary** (approximately 5 pages)
- **Analyzing and recasting your financial information**
- **Prepare the XpressValu Report**
- **Prepare a Business Information Report or a Confidential Business Profile**
- **Prepare a Blind (Confidential) Business Listing Sheet**
- **One Hour of Coaching**

1 Hour Additional Support and Consulting - \$125.00**

3 Hours Additional Support and Consulting - \$295.00**

Business Broker Coaching Program - \$500.00***

- **Complete Business Information Summary** (approximately 5 pages)
- **Analyzing and recasting your financial information**
- **Prepare the XpressValu Report**
- **Prepare a Business Information Report or a Confidential Business Profile**
- **Prepare a Blind (Confidential) Business Listing Sheet**
- **One Hour of Coaching**

Subtotal	\$ _____
<input type="checkbox"/> FL Sales Tax 7%	\$52.50
Total	\$ _____

*Must complete consulting registration form. **Support/consulting must be used in increments of 1/2 hour.

***Program must be used within 180 days of date of purchase.

Make checks payable to sellmyownbusiness.com and mail check or credit card information along with this form to:

sellmyownbusiness.com
 513 N. Belcher Road
 Clearwater, FL 33765

or fax (only if paying by credit card) to (727) 725-8090

Check # _____ CC on File _____ Visa _____ MC _____ AMEX _____

Name on Card: _____

Card Number: _____

CV: _____ Exp. Date: _____

Address where you receive your credit card statement:

Signature: _____