

21 October 2014

**BCI Business Brokers
1 Alexander Street
Crows Nest NSW 2065**

Is your business a “Perfect 10?”

What would it feel like to be a “Perfect 10” in business? Unfortunately **less than 1% of business owners** will find out.

It is important to **shift your point of view to fit a buyers one**. A buyer wants an attractive business and it is your job to offer it to them. This is the only way to get top price for your business – after all, the customer is king! The buyer reigns supreme!

WHAT WOULD A “PERFECT 10” business look like? I can tell you that the business would be:

- 1. Profitable**
- 2. Highly systemised**
- 3. Easy to operate (few hours per week)**
- 4. Great equipment**
- 5. Happy staff**
- 6. Growing steadily year on year**
- 7. Easily transferrable to a buyer**

The biggest tip we can give business owners is to tell them to make themselves less important in the business. That is the foundation of this philosophy.

Sounds like a big ask, but guess what - you wont get there if you don't start doing something about it now. Start looking at your business from a buyer's point of view, even if you are years out from selling. The buyer is king and you are in total control of how your business looks to a buyer.

For the first time ever business owners can try our **quick quiz “How ready are you for sale?”** In just six minutes you will learn more about your business than you've ever known. You will soon know how ready you are for sale. We will then offer you a **free appraisal**, personally evaluated and you will have an objective and up-to-date, buyer-ready evaluation of your business.

Tony Arena has developed a **200 page manual titled “Maximise the Value of Your Business”** It is full of useful information, checklists, templates for the modern business owner wanting to maximise business value
Tony Arena tarena@bc.com.au 0411 888 148
growandsellyourbusiness.com