**SMARTER THINKING, NOW VS WAITING**

Addressing the needs of the why now instead of later.

Competition for selling your company is more complicated than you think. Your first thought is who else is selling within my industry. Most likely selling the same products and within the same geographic area and close to the same revenue and cash flow that you are experiencing. That is your mind is the number one direct competition when you decide to sell your company. Maybe you figure if that company is not close to your location, it may not be as big as or a direct competitor for buyers looks. Maybe be your right about 20 – 30 years ago. Investors today are more savy and probably have diversification in their portfolios than you realize. Sellers will look at some websites to see who else is selling their company out there. You may try BizBuySell or one of the other local or regional broker websites.

My prospects have said that they didn’t see urgency with varying degrees of industry alike listings. You might be the one that only has 4 alike listing of the same type of business.

THINK AGAIN. Sorry was that to loud for you. Follow below. Your real competition is everyone else.

As of February, Referance USA listed 401,181 privately held companies in NJ alone.

When you narrow the scope to between 5 and 99 employees and between 5 to 50 million in sales, showed that there are aproximately 16,776 Privately Held Companies in New Jersey that is really your competition for the buyers dollars. Not they are all for sale but are they. Howe many times have you heard or said “If the right price came along, I would sell in a heartbeat.

So in essence they are all for sale.

As we speak and everyday after that more and more businesses will be listed for sale.

There are aproximately 10,000 Baby Boomers that turn 65 everyday. How many own businesses and if even 1% owns a business will translate to 100 new listing a day or 36,500.

As the list of sellers grows, the pool of buyers that may have consider buying your company will become smaller.

Buyers search listings now while the market has strength. Certain tax laws are being instilled as a reference to (**A section 338(h)(10) election refers to an election under section 338(h)(10) of the federal tax code. If various conditions are met, the election allows the parties in a sale of stock of a corporation to treat the transaction for federal income tax purposes as if it had been structured as an asset sale.) letting Sellers and Buyers to pay less in taxes.** Buyersare searching more now than ever before on the LISITEN ASSOCIATES WESITE because that the market is strong and full of promise Those private and Family equity budgets are being spent now not towards the end of the year.

**Visit the Lisiten Associates Website WWW.LISITENASSOCIATES.COM**

What becomes of the smaller companies under 30 million and want to sell but are still undecided. They get frustrated with the first step. When is the best time to sell? Even though it is not on my time clock, Now is the best time to sell. The market is strong and new tax laws are being introduced to help those that want to sell their business. Will these new tax laws still be there tomorrow?

Considering who is in the whitehouse, these tax laws may just go away. If he does go way, how long will these types of tax benefits be around. Take the path of make more money and sell now.

You have worked very hard to build your company, why not take advantage of getting the most profitability out of it when you sell.

Remember Now is a good time to sell. Banks are asking us to send them clients to work with in helping the new owner financial transactions and transitions. Oh did I mention the fact that as we get older we want to enjoy the fruits of our labor. Build a business, sell it and enjoy life.

Why now is that the hardest part of the equation for business owners in selling their companies. It shouldn’t be - Sell now – Kick Back - And enjoying life.

Lisitening to a Lisiten Associate is worth every minute you spend prior to selling the very thing that you have worked most hard to build.

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