LEADHARBOUR SELLER GUIDE

The 10-step business exit checklist

A practical 12-month preparation workbook for business owners exploring a confidential sale, succession or broker conversation.

PRIVATE BY DESIGN	NO SELLER COST	YOU CONTROL RELEASE
Completing this checklist does not list your business or release its identity.	LeadHarbour charges sellers $0 to review broker options and approve an introduction.	Authority, representation and conflict checks apply before any approved introduction.

How to use this checklist

Work through the steps over several months. Mark what is complete, note what needs professional advice and avoid circulating sensitive documents until the recipient and purpose are clear. You do not need every item finished before seeking guidance.

1

Confirm owners and decision-makers

Identify who can approve an initial discussion and what each person wants from the process.

- [ ] Ownership and director approvals are understood
- [ ] Co-owner expectations have been discussed
- [ ] One authorised point of contact is nominated

2

Check existing representation

Review current and previous broker or adviser appointments before seeking another introduction.

- [ ] Appointment scope and exclusivity checked
- [ ] Notice period and expiry date recorded
- [ ] Any uncertainty is marked for legal review

Financial and operational readiness

Make the business understandable

3 Organise the financial record

Bring reporting up to date and keep support for every material adjustment or unusual result.

- [ ] Profit and loss and balance sheet are current
- [ ] Tax, debt and cash-flow records are reconciled
- [ ] Owner benefits and one-off items are documented
- [ ] Business and personal costs are clearly separated

4 Reduce owner dependence

Document the decisions, relationships and tasks that currently depend on the owner.

- [ ] Core procedures are documented
- [ ] Management and approval responsibilities are clear
- [ ] Customer and supplier knowledge is transferable

5 Document customers and recurring revenue

Explain the customer mix and revenue quality without publishing customer identities.

- [ ] Customer concentration has been calculated
- [ ] Recurring revenue is supported by agreements and history
- [ ] Renewal, assignment and change-of-control terms are known

6 Review systems and compliance

Create a current record of operational systems, licences, obligations and intellectual property.

- [ ] Licences, permits and insurance are current
- [ ] Employment and contractor arrangements are recorded
- [ ] Systems, domains, brands and intellectual property are identified

Sale structure and confidentiality

Control what is offered and disclosed

7 Separate assets and liabilities

Define what may be included in a sale and what would remain outside it.

- [ ] Equipment, stock and property schedules are current
- [ ] Intellectual property and goodwill are identified
- [ ] Finance, liabilities and excluded assets are recorded

8 Choose a confidentiality plan

Decide what can be discussed anonymously and what requires a checked recipient or confidentiality agreement.

- [ ] Anonymous summary information is prepared
- [ ] Sensitive documents have staged release rules
- [ ] A disclosure record can be maintained

9 Define the preferred outcome and timing

Clarify whether you are exploring a full sale, staged exit, succession or readiness discussion.

- [ ] Preferred outcome is written down
- [ ] Timing range and non-negotiable conditions are clear
- [ ] Transition involvement has been considered

10 Compare relevant professional expertise

Assess accountants, lawyers, advisers and brokers according to their distinct roles and relevant experience.

- [ ] Sector and transaction-size experience can be explained
- [ ] Broker process and confidentiality controls are clear
- [ ] Commission, other costs and exclusivity terms are understood
- [ ] Independent legal, tax and accounting advice is considered

YOUR PRIVATE NEXT STEP

Questions for an initial broker conversation

- [ ] Which recent assignments are genuinely comparable to this business?
- [ ] Who will personally manage the engagement and buyer communication?
- [ ] How will identifying information be protected and released?
- [ ] How are potential buyers sourced and screened?
- [ ] Which fees apply even if no sale completes?
- [ ] What exclusivity, notice and post-termination provisions apply?
- [ ] How will activity, feedback and conflicts be reported?

Notes

Ready for a private next step?

Take the anonymous two-minute readiness check at LeadHarbour. No name, email, business identity or financial document is required to receive the result.

Visit

https://leadharbour-production.up.railway.app/exit-readiness-check

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