

Dear Susan at WCI Brokers

9-27-10

Thank you very much for helping us sell the business! We appreciate all the time you have spent with us and with prospective clients. We look forward to doing the next deal with you in the future!

For those potential customers who can't sell their business or are wondering why it takes so long to sell your business well LISTEN UP!

1. Price your business at the price Susan recommends. If she says it is priced wrong, then price it the way she wants it priced. Look when the business gets appraised you will most likely not get the asking price anyway. So change it now or later, you are still going to change the price eventually, assuming you get a buyer.
2. P&Ls, inventory list, areas to expand, current numbers and general overview of the business are needed for the buyers. So get them in ASAP
3. Don't take forever to get the paperwork. Remember the buyers only can see what you give to Susan. If they have nothing really to look at they may not be interested.
4. When meeting with potential buyers, dress nice, be professional and be honest with them. Most important BE ON TIME.
5. There is a lot of work, time, money involved getting everything Susan needs to sell a business. STOP YOUR WHINING and get it done.
6. Almost every sale is a SBA loan of some type. Most people do not pay cash for a business I have learned. So you need to be on top of your game. You can bet the SBA will need these documents above, so get a head start and do them now.
7. Be patient with the process, buyers, SBA and everything else. It will all come together.
8. If the buyer is having issues or is getting the run around obtaining documents. OFFER TO HELP. It really does work and helps push the process along if the seller gets involved.
9. It takes a TEAM EFFORT to sell a business. You as a seller need to do your part and more to get your business sold.
10. The business will not sell in a day or to the first buyer. It may take many buyers before you finally get a contract. You need to be upbeat, full of energy with every buyer like it was your very first buyer.
11. Be respectful to Susan, she is on your side, here to help you. She will help you in any way possible and she knows a lot about this entire process.

Please feel free to show your sellers and buyers this letter.

Best Regards

Mike and Mark