



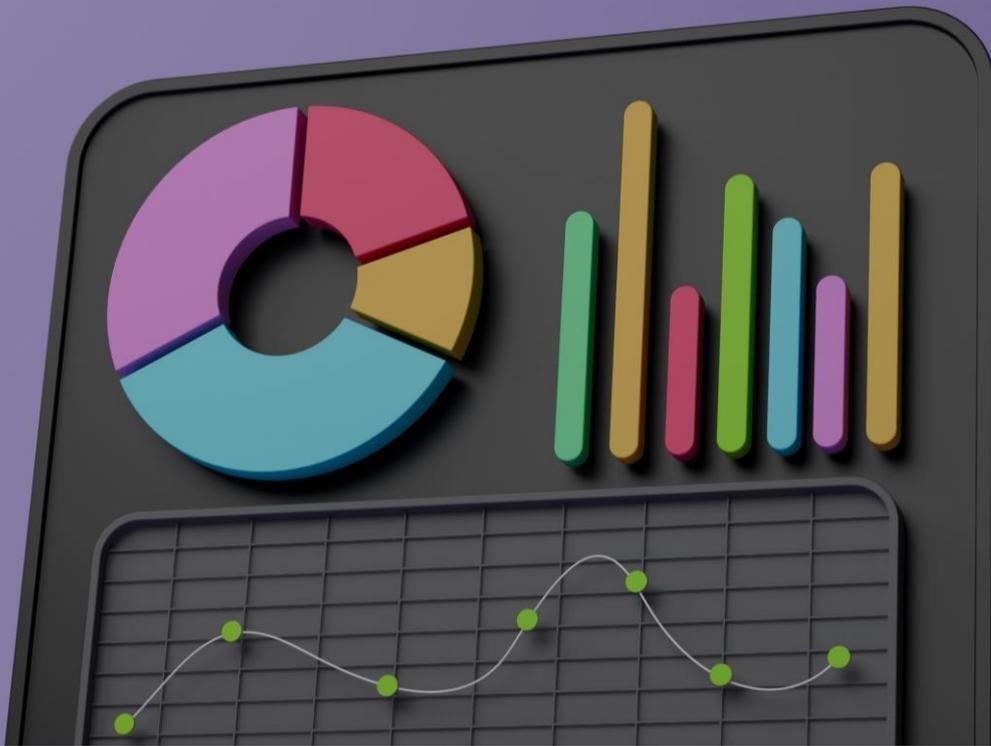
Key attributes of a highly sellable business

Are you building a business buyers will fight over?

Selling a business is not just about finding a buyer – it is about creating something that others genuinely want to own. Too often, business owners focus on day-to-day operations and leave sale preparation until the last minute. But the best deals are not made overnight. They are the result of careful planning, strategic positioning and an understanding of what truly drives value.

Buyers are looking for businesses that are profitable, well-run and positioned for future growth. But what makes a business stand out? What makes one company sell for a premium while another struggles to attract interest?

Here are the key attributes that significantly enhance your business' saleability and valuation.



1. **Strong** financial performance

The numbers matter. Buyers want evidence that your business is not just surviving but thriving.

Consistent revenue growth

Steady, predictable sales growth reassures buyers that your business can attract and retain customers.

Recurring revenue

Subscription models, long-term contracts and/or repeat customers make your business more attractive by reducing risk.

Healthy, consistent (or growing) profit margins

A solid EBITDA margin signals strong financial health and profit growth should mirror revenue growth.

Credible financials

Buyers will scrutinise your accounts. Transparent, well-documented financials make your business easier to sell.

Realistic financial projections

Overly optimistic forecasts raise red flags. Projections should be based on sound data and clear assumptions.

What to do now:

Start treating your business like a buyer would. Clean up your financials, improve profitability and ensure your accounts can stand up to scrutiny.

2. A business that runs **without you**

Many founders are the driving force behind their businesses. But if success depends on you, the business becomes a risky purchase.

A strong management team

A well-established leadership team reassures buyers that the business can thrive post-sale.

Key relationships in place

Buyers prefer businesses with long-term, well-diversified customers, reliable suppliers and solid contracts.

Retaining skilled employees

High staff turnover is a warning sign. A motivated, stable workforce adds value.

Well-documented processes

A business that runs on systems, not just people, is far easier to transition.

What to do now:

Start delegating. Build a management team that can operate independently and document your processes to reduce reliance on any one individual.





3. A competitive market position

Buyers are not just buying a business – they are buying its future potential. A business with a strong position in a growing market is far more appealing than one in decline.

A growing market

Businesses in expanding industries are more attractive than those in stagnant or shrinking ones.

A clear competitive edge

What makes your business different? Strong branding, unique products, intellectual property and loyal customers all add value.

Resilience to market fluctuations

Businesses that have weathered downturns successfully are seen as lower-risk investments.

Scalability

If your business can expand into new markets, increase capacity or leverage existing assets for growth, buyers will be prepared to pay more.

What to do now

Identify what makes your business valuable beyond today. Strengthen your market position and ensure your competitive edge is well-defined.

4. A business that is **easy** to buy

Even strong businesses can struggle to sell if they are messy or complicated. Buyers want a smooth transaction, not a headache.

A simple ownership structure

Complex shareholder arrangements can delay or derail deals.

Organised company records

Buyers will conduct due diligence. Clear, up-to-date records make this process easier.

Key legal agreements

Ensure all critical agreements are properly executed and documented, for example share buy-backs, options, intellectual property rights and change of control clauses.

Shareholder alignment

If co-owners are not on the same page, deals can collapse before they begin.

Reasonable capital expenditure

A business that requires constant reinvestment may deter buyers.

What to do now:

Make your business as easy to buy as possible. Simplify ownership structures, align shareholder expectations, carry out a legal and tax review to ensure documentation is in order.

Final thoughts: **Plan your exit early**

Too many business owners leave exit planning too late, reducing their options and selling at a lower price than they could have achieved. The businesses that attract strong buyer interest and command premium valuations are those that are well-prepared.

If you want to sell for the best possible price, start planning now. Strengthen your financials, build a team that can operate without you, reinforce your market position and make your business easy to acquire. **A well-prepared business is not just more sellable – it is also more valuable.**

How Corbett Keeling can help

For over 30 years, Corbett Keeling has worked alongside private company owners to help them understand their exit options, make informed decisions and achieve the best outcome when the time is right.

We developed our **Positioning and Readiness Optimisation (PRO) Review** to do exactly that: it provides a clear valuation assessment and identifies the aspects of a business that will be most attractive to buyers. It also ensures that owners and shareholders are fully prepared for the rigorous scrutiny of a sale process, with actionable recommendations to strengthen their position.

Our approach has consistently delivered results, **achieving an average 40% uplift in sale value** for our clients compared to initial expectations, with a **90% deal completion rate**.

Whether you're considering a sale in the near future or planning for the long term, a PRO Review can give you the clarity and confidence to take control of your exit strategy.

Let's have a confidential chat about your goals – we'd love to help you prepare for a successful sale.

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