

Building a Sellable Business

“Buyers want a business they can step into—not a job they’ll get stuck in.”

Start strengthening your business today—one step at a time.

7 CORE STRENGTHS BUYERS LOOK FOR



CLEAR, ACCURATE, AND UP-TO-DATE FINANCIAL RECORDS

Buyers want to see where the money goes—and where it comes from.



STANDARD OPERATING PROCEDURES IN WRITING

The more your business runs on autopilot, the more valuable it becomes.



A TEAM AND SYSTEMS THAT OPERATE WITHOUT YOU

If you’re the business, you can’t sell the business.



A BALANCED INCOME STREAM ACROSS CLIENTS OR PRODUCTS

Buyers love predictability with room to grow.



SKILLED STAFF AND A POSITIVE WORK ENVIRONMENT

A great team adds immediate value—and reduces buyer risk.



CLEAN LEGAL & COMPLIANCE

Buyers walk away fast from legal messes. Keep things clean.

BUYERS BUY CONFIDENCE.

The earlier you prep, the easier—and more profitable—the sale becomes.

Ready to Build a More Sellable Business?
Download the Exit Readiness Checklist
trendingupbiz.com/resources

