



SUPERTRAC

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Pricing a Business for Sale

The asking price simply sets the high-bar in negotiations. Purchasers are encouraged to determine the value of the business to them. This individualises the process and allows the purchaser to work independently of the asking price while evaluating to the business.

If the asking price is set too high, purchasers may not proceed to offer. The business opportunity may then become stale and an unsatisfactory price may be accepted some time later.

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