

## Business Sales Advice

We offer twenty eight years' experience in the sale of businesses in South Australia, (City and Country). In the sale of your business remember most importantly that the people that sell your business are the salesmen, not the corporation; therefore advertising should be about promoting "your business" not the Logo or Branding of the selling Agent.

This is about spending your advertising dollar wisely in the presentation and representation of the attributes of your business. Price your business realistically! Remember, listing your assets and business for sale at a price that the market cannot or will not pay wastes both your marketing dollars and your time. Get a second opinion from someone that does the same thing. Experience counts, compare apples with apples. If they have told you that the market will pay that price for your business, ask them to show you a sale that backs that up. The market is the market after all!

Lastly get what you pay for, aside from advertising, promotion and administration costs, commission means exactly that (paid on sale not at time of listing).

## Hotels, Motels & Caravan Parks

We inspect every property personally, City and Country. Selling by remote control is not an option for us. You are not limited in the pictorial displays on the web site. The price does not go up with content nor is it changed weekly. Your listing fee includes everything. We do not charge a fee to send information to purchasers (profile fee). We get paid by you when we sell, not by the purchaser (as it should be). Where are we different? Our fees are extremely competitive. We are expanding to a full investment site in the future which will cater for

Australian and overseas investors which will not cost you any more. We offer quality and service without the price tag!

## Franchise Sales & Development

Franchise Start-ups, Franchise Sales, Master Franchises are all extensions of our business. Combining these, with business owners, entrepreneurs and investors is a logical step in the business sale and development structure.

There are well-documented and substantial failure rates in small business start-ups. Objective advice can save significant long term pain. Sometimes a great idea for a franchise just can't fly.

As well as this, potential franchisees are becoming more risk adverse in these times of GFC. So structuring your franchise for success is the key. Most importantly discovering that you have to change your business model mid-stream can be both costly and devastating to your future growth.

## Management & Consultancy

Need independent unbiased and experienced advice on how to grow your business or manage your property investments?

Maybe you should downsize but just don't know how to. You may need to expand or change direction. We can help. We can offer objective advice that does not have to lead you to selling (unless that is your best option). We are not investment advisors, so do not get commissions on a percentage basis.

We have access to a range of specialized consultants, advisers, accountants and solicitors that can offer further professional and experienced advice. Our experience can save you countless hours of searching for answers.

## Commercial Property Sales

Now we have gone commercial! Why? Because business owners invest in property! We deal with business owners every day. They are constantly seeking investment opportunities and generally have better than an average understanding of commercial leasing than your normal investor.

Funding a commercial property investment is a natural extension of their business drive.

Many business owners wish to own their own premises so this in turn presents investment potential.

We can also negotiate with your tenant from a position of a strong understanding of their position and the benefits of purchasing their own property.

## Commercial Property Leasing

Experience counts. We have been dealing with tenants and landlords for over 30 years. Tenants can and do get into trouble for reasons other than trading conditions. Sometimes you may not see it coming until it is too late.

Good property management is about keeping abreast of technology, marketing, business trends, new developments and opportunities. Video stores are a good example of a declining market that every leasing agent should have seen coming.

New franchise chains present possibilities that should be recognized early and capitalized on.

Social media is changing the business landscape. New ideas emerge daily. Keeping up with these changes is good property management. Bricks and Mortar stores can co-exist with online stores, we just need to be smarter about how we do business today. Demographic change means different tenants

# Thinking of Selling Your Business?

Whan Holdings Pty Ltd commenced trading in August 1990. Our specialty is the sale of Small, Medium and Large Businesses and Companies.

Businesses sales are divided into two categories under current legislation in South Australia. These categories are irrespective of the structure of ownership or shareholding of the Legal Trading Entity.

Businesses are either classified as:

Under \$300,000 (Excluding stock at valuation) or  
Over \$300,000 (Excluding stock at valuation)

Whan Holdings Pty Ltd provides consultancy work to both categories, in all manner of business operations, from the local deli to the franchised chain store; we also provided quotations (no obligation, free appraisals) on the sale, or viability of all business operations.

We have a large client database and enjoy frequent "repeat sales".

Whan Holdings Pty Ltd will prepare profiles, profit and loss analysis and any relevant documentation required to enable purchasers and their accountants or bankers to make a realistic assessment of each business. The only exception to this is that Agents cannot by law prepare the accountant's figures on Form 2 or profit or loss, do valuations or provide investment and financial advice.

In the past we have sold a great variety of businesses, which includes and is not limited to small to large businesses of all types, franchises, wholesalers, distributors, retail stores, hairdressing chains, retail manchester chains, supermarkets, takeaways, pizza bars, manufactures, cafes, roadhouses, caravan parks, motels, hotels, car detailers, crash repairers, butchers, bakeries, delis, play centres, gift stores, florists and more.

I am available to answer questions to the entire group at large at meetings or functions, or to individuals on a "one to one" basis.

Businesses for sale are mostly marketed weekly in The Advertiser and on Whan Holdings website. This is usually sufficient, although additional marketing such as mail outs or national marketing via other papers can be done.

## FAQ's

### ***How much is my business worth?***

This is of course assessed individually for each business, Whan Holdings Pty Ltd offers no-obligation, free appraisals to give you an idea of how much you will be able to sell your business for. Of course presentation of the business to its very best potential is a great asset, we can also advise on what strategies you can implement prior to listing your business for sale to further improve what it will sell for.

### ***What fees & charges are involved in selling?***

We charge an initial Listing Fee (which will be discussed at appraisal stage) which includes all advertising from the moment your business is listed until the end of the listing period. A commission fee will apply upon sale of your business. This is agreed to at time of listing and varies from business to business. Commission includes all contract preparation and administration costs. We are extremely competitive on fees and charges. Before you go elsewhere, obtain a quote from us.

### ***Why do I need a current Form 2?***

It is the legal requirement for the sale of a "small business" in South Australia to have a current Form 2 available. This enables purchasers to make an accurate evaluation of the business they are looking to buy. Form 2's need to be prepared by Registered Accountants.

## WHAN HOLDINGS PTY LTD LIC AGENTS

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- **Business Sales (City & Country)**
- **Commercial Property Sales,**
- **Leasing & Management**
- **Franchise Sales & Development**
- **[www.bicl.com.au](http://www.bicl.com.au) - The New Place for Business Information**

### ***What can I expect from my Agent?***

We will advise you from the very start what you will need to provide. A detailed assessment of your business is undertaken and your business is listed with us for a set period of time. During this time your business will be marketed in various ways, usually fortnightly advertising in a major newspaper is sufficient, however, some businesses require specialised or additional marketing, this can be national advertising, mail outs using our extensive business database, or contacting our list of purchasers that have specified certain requirements in a business they are looking for.

### ***Private sales, can I sell without an Agent?***

You certainly can, although it is advisable in that case that you use an Agent, Conveyancer or Solicitor to prepare the contract and paperwork. There are pitfalls in doing your own. You should obtain advice from a professional as to what paperwork is necessary. We can assist you in this process from start to finish at a fee without commission. Call us for an explanation of what is involved and how much it costs (its free to call).

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