RIGHTEXIT

The Exit Roadmap

How businesses are sold, step-by-step

PREPARE · POSITION · MARKET · COMPETE · NEGOTIATE · CLOSE · TRANSITION

A practical owner’s guide to a curated, confidential sale process.

Right Buyer. Right Terms. Right Time.

A sale is a process, not a posting.

A well-run process helps an owner prepare the business, control confidentiality, create informed competition, and evaluate the whole offer—price, terms, timing, certainty, fit, and transition.

01

Prepare

Clarify objectives, organize the financial story, and address issues before buyers do.

Owner focus: Define personal and business objectives; normalize adjusted EBITDA; assemble financial, customer, employee, contract, and legal records; identify issues that could slow diligence.

02

Position

Present the business around its strengths, value drivers, and future opportunity.

Owner focus: Develop a clear deal narrative; explain the business model and customer value; show durable revenue, growth, margins, team depth, systems, and transferability; address known risks honestly.

03

Market

Approach a deliberately chosen field of qualified buyers confidentially.

Owner focus: Build an ideal buyer profile; create a targeted buyer list; use controlled outreach; require confidentiality before sharing identifying information; qualify interest, fit, and ability to transact.

04

Compete

Invite qualified buyers to put forward their best offer within a structured process.

Owner focus: Set clear process expectations; answer questions consistently; compare indications of interest; preserve optionality; avoid becoming dependent on one buyer too early.

From market to transition

The later stages protect optionality while turning buyer interest into a transaction that can actually close.

05

Negotiate

Compare the whole offer—not only headline price.

Owner focus: Evaluate cash at close, contingent consideration, financing, working capital, transition requirements, restrictive covenants, certainty, cultural fit, and the buyer's ability to close.

06

Close

Coordinate diligence and documentation while protecting momentum and leverage.

Owner focus: Maintain an organized data room; manage requests and deadlines; reconcile financial questions; coordinate legal, tax, and accounting advisors; resolve final business terms and closing conditions.

07

Transition

Begin the handoff with clear expectations for continuity.

Owner focus: Plan employee and customer communication; sequence introductions; document the owner's transition role; align on operating authority; protect trust through the first days of new ownership.

Before you go to market

Use this checklist to reduce avoidable friction before qualified buyers begin asking questions.

1	Write down what a successful exit must accomplish for you, your family, your team, and your customers.
2	Make sure financial statements, tax returns, and management reporting tell a consistent story.
3	Document every proposed adjusted EBITDA add-back with clear support.
4	Identify customer concentration, owner dependency, key-person risk, and contract-transfer issues.
5	Give the leadership team clear operating responsibilities before a buyer begins diligence.
6	Organize material contracts, licenses, insurance, debt, entity records, and employee information.
7	Decide who needs to know and when; premature disclosure can damage value and trust.
8	Align legal, tax, accounting, wealth, and transaction advisors before negotiations accelerate.

Planning note: This roadmap is general educational information, not legal, tax, accounting, financing, or valuation advice. Every transaction requires advice tailored to the owner, business, buyers, and terms.

Ready to weigh your options?

Book a confidential conversation at rightexit.com.