

Ready to sell your practice?

Not so fast... have you taken the necessary steps to prepare?
Our Succession Planning Expert, Todd Doherty, has developed this guide to help advisors ensure the best outcome possible before selling their practice.



10 STEPS TO PREPARE YOUR PRACTICE FOR SALE

1. START WITH WHY

Have a clear understanding of why you are selling.

- Complete a written statement of why you are selling and what your post-work goals are. Plan to share these statements with prospective buyers.

2. KNOW YOUR WORTH

Complete a formal practice valuation.

- This is a critical step to establish an expert opinion of the value of your practice and to provide many other data points for making informed decisions about the sale.

3. TELL YOUR STORY

Write a message to buyer prospects. Write 1-2 paragraphs for each item:

- Description of your practice, yourself, and the type of buyer that you want.

4. TAKE INVENTORY

List all incomplete client activities with an explanation of what is outstanding.

- This may include things like ACAT transfers, written financial advice, rollovers, or transferring assets to a trust account.

5. HANDLE ATTRITION RISKS

Aging clients represents a risk of client/asset attrition. Demonstrating generational planning will reduce the risk perceived by the buyer.

- Create a simple report for each 'A' client indicating 'yes' or 'no' for generational planning with a note about who is involved (children, etc.).

6. SEGMENT & COMMUNICATE

Segment clients for your transition communication and meeting strategy.

- Our KMG Practice Management team can help you devise a plan for executing a smooth transition.

7. LOG FUTURE OPPORTUNITIES

Document future opportunities with existing clients.

- These should be well-confirmed opportunities or work-in-progress.

8. LIST MAJOR EXPENSES

Create a detailed outline of all transferrable expenses.

- This should list meaningful expenses like office lease (including terms), staff compensation, marketing, etc.

9. RECORD BUSINESS SERVICES

Create a detailed list of all business/office services you subscribe to, their contact information and any terms of service.

- Include items like phone service, equipment leases, etc.

10. COMMUNICATE YOUR ORG CHART

Complete a staff overview document.

- This should include all staff, titles, duties, compensation, and your recommendations for retention.

*Let our succession planning experts help you prepare for the best possible outcome!
Contact us today for a free consultation 1-888-848-3349.*



About The Author

Todd Doherty has extensive personal experience in business ownership and franchise operations including retail stores and service-based businesses. He has direct experience in two large practices as VP of Mergers and Acquisition and COO and has since helped hundreds of financial professionals value, sell, acquire, merge and transition practices. Attend one of his upcoming webinars: www.keymanagementgrp.com

Todd Doherty

Mergers and Acquisitions Consultant
O: 248.825.8047 M: 510.390.4651
tdoherty@keymanagementgrp.com