

What Happens When You Get in Touch

A plain-English guide to the first four steps of selling your business.
No obligation at any stage. The process moves at your pace.



PHONE
0450 526 773

EMAIL
richard.matthews@linkbusiness.com.au

LICENCE
NSW Licensed Business Broker

THE PROCESS

Four steps from first contact to appraisal

I keep the early stages simple and confidential. Here's exactly what to expect.

01 Initial Conversation & NDA

A brief call or email to understand your business, your timeline, and what you want to achieve.

We start with a no-obligation conversation — by phone, email, or in person at your office or mine. Once we're aligned on next steps, I'll attach a Non-Disclosure Agreement (NDA) to protect your information before anything confidential is shared. The NDA is standard and designed to protect you, not slow things down.

02 Documents I'll Need for the Appraisal

A short list of financials so I can prepare an accurate, honest appraisal of your business.

Required

- Last 3 years financial statements — Profit & Loss and Balance Sheets
- Year-to-date figures (e.g. end of most recent month)
- List of family/discretionary expenses: vehicles, non-working family salary, additional super, mobile phones, unrelated purchases

Also useful — provide if available

- Accountant-prepared or management accounts (P&L and Balance Sheet) year-to-date
- Income statements for the last 3 years
- Payroll report for last 3 years and year-to-date
- Asset register / depreciation schedule

Steps 3 & 4 continued overleaf

What Happens When You Get in Touch — continued

03

Appraisal Meeting

Once I have your financials, I'll prepare the appraisal and come out a few days later to run through it.

We'll meet at your office or mine to go through the appraisal together. Here's what we cover:

- Run through our appraised value of your business
- Present our findings and insights
- Suggest a strategy to market
- Explain our fee
- Answer all questions and ensure you understand the process

WATCH ON YOUTUBE

How a Business Appraisal Works — Richard Matthews

A short walkthrough of what happens during the appraisal meeting and how we arrive at a value for your business.

youtube.com/watch?v=6k6g8ADKiQ4

04

Your Decision — No Pressure

No lock-in at this stage. You decide whether to proceed, and on what timeline.

After the appraisal meeting, there's no obligation to proceed. You take the information away, discuss it with your advisers or family, and come back when you're ready. The process starts on your timeline — not ours.

I hope this explains the next few steps — always feel free to reach out with any questions at any point.