



- Selling Memorandums**
- Business Valuations**
- Custom Market Research**
- Business Plans**
- Sales & Marketing Plans**
- Customer Experience**

High Impact Results

Many people call the Selling Memorandum a Business Plan in reverse. It should present your company in a positive light using an easy-to-grasp format.

Selling Memorandums are typically distributed after signing a confidentiality agreement with the prospective buyer. There will be financial information included which is standard and necessary for potential buyers to determine their interest.

Selling Memorandum Services For Business Owners



To sell your business you need a professional document called a **Selling Memorandum**. This document is a strategic sales tool used by brokers and business owners to provide potential buyers and investors information regarding your business and its value.

A **Selling Memorandum** prepared by **eDemand** makes a great first impression to potential buyers. We are marketing professionals who will prepare this critical document for you. Why should you use a service to prepare this document? Statistics show potential business buyers look for 9 months before buying a business and will read many **Selling Memorandums**. Buyers can decide within minutes their interest in your opportunity. Make their decision to take the next step easy by providing them with a professionally prepared **Selling Memorandum**.

We know what information counts and what buyers are looking for. We are ready to help you let buyers understand the value of your business.



Contact Information

Tel: (404) 543-8112

Info@eDemandSoftware.com
www.eDemandSoftware.com

we believe your success is job #1



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eDemand offers many services to small and large businesses. One common misconception is to have your business valued only at the time you are thinking of selling. A business valuation is a highly valued metric for measuring progress and can be done many times throughout a company's lifecycle. It can be confusing and there are many methods that can be used. Let us help you with our business valuation services. We provide an objective valuation.



eDemand offers services to help you identify business growth and exit strategies, and then execute for success.

Did you know that according to BizBuySell that only 20% of businesses listed actually sell? Sounds pretty low doesn't it? Buyers review large quantities of information about businesses for sale from brokers, internet web sites, and sellers. Buyers become educated over time to quickly qualify opportunities. One sure way to be eliminated is to present a Selling Memorandum that doesn't stand out.



eDemand has the experience and expertise to design a **Selling Memorandum** that will showcase your business in the way it deserves to be presented.

Business owners executing a strategy of selling assets or equity in their company want a fair price and return for their hard work.

Preparing a **Selling Memorandum** requires care and thought. The document is read by business buyers looking to enter into a business similar to yours. In addition, it may be read by competitors looking to expand. For these reasons, the information needs to educate and inform buyers without giving away your trade secrets.

eDemand will meet with you to collect information to prepare an exciting and informative **Selling Memorandum**.

The **Selling Memorandum** for your business will be constructed to answer the majority of key questions that potential buyers have. This will consequently reduce the amount of time you need to spend answering questions to buyers or to your broker.

Remember that the **Selling Memorandum** is the **main source** of information potential buyers receive initially, so it is vital to grab their interest.

eDemand will provide you with a professionally prepared document that will present your business and hard work in a way that buyers will understand and respect.

Contact **eDemand** today and learn how we can help you.

we value your business!

