



Selling your Business with DivestStone Transaction Advisors

Your Guide to a Strategic and Successful Sale

Thank you for considering DivestStone Transaction Advisors as your trusted partner in this important journey. Selling a business is more than a transaction, it is the culmination of years of hard work and commitment. Our goal is to ensure your transition is managed with the utmost professionalism, confidentiality, and care.

This guide outlines how DivestStone approaches the sale process, providing structure, insight, and strategic execution to help you achieve the best possible outcome.

It's a Big Decision

Selling your business is one of the most important financial and personal decisions you will ever make. It marks the culmination of years, often decades, of commitment, innovation, and perseverance.

At DivestStone Transaction Advisors, we understand that this decision carries both emotional and financial weight. You deserve a process that recognizes what you have built and ensures your effort is rewarded.

Our role is to guide you through the transition with clarity and confidence. Whether your goal is to retire, pursue new ventures, or simply realize the value you have created, we will help you navigate every stage of the journey with professionalism and transparency.

A Complex Process, Made Easier

Selling a business involves much more than finding a buyer. It requires managing financial details, marketing strategy, confidentiality, and negotiation, all while continuing to run your business effectively.

At DivestStone, we simplify this process. Our structured approach ensures your business is professionally represented, qualified buyers are targeted, and your transaction proceeds smoothly from valuation to closing.

We focus on protecting your interests, maintaining confidentiality, and maximizing your results, so you can stay focused on running your business while we manage the details.



The Services You Need

Our comprehensive advisory service covers every phase of the sale process. We tailor our approach to your goals and work closely with you throughout each stage.

- **Valuation and Analysis** – We assess your business’s fair market value based on industry data, comparable transactions, and your company’s financial performance.
- **Preparation for Sale** – We help identify opportunities to improve buyer appeal, address potential concerns, and prepare your documentation for presentation.
- **Marketing and Buyer Search** – We create a confidential marketing strategy designed to reach qualified, motivated buyers while maintaining discretion.
- **Buyer Screening and Negotiation** – We qualify interested parties and manage negotiations to secure the strongest price and terms.
- **Transaction Coordination and Closing** – We coordinate due diligence and closing, ensuring every detail is handled efficiently and accurately.

Every engagement begins with an understanding of your business, its strengths, its challenges, and its potential. From there, we build a custom strategy to position it for the best possible outcome.

The DivestStone Strategic Selling System

Our five-stage process provides a clear roadmap for achieving a successful sale.

Stage 1: Business Valuation

Determining what your business is truly worth is the foundation of a successful sale. DivestStone conducts a comprehensive valuation analysis to establish a fair, defensible market price that reflects both tangible performance and future opportunity. Our valuation methodology reflects industry standards and transaction data, drawing on comparable sales, normalized financial performance, and market multiples.

In addition to standard valuation techniques, DivestStone performs a detailed review of your financial records, operations, and market position. We gather and analyze all relevant materials, such as financial statements, leases, equipment lists, and customer data, to develop a comprehensive understanding of your business. We then “recast” your financials to adjust for discretionary or non-recurring expenses, revealing your true owner’s benefit and increasing buyer confidence.

We prepare a “Most Probable Selling Price” (MPSP) assessment that aligns expectations with current market conditions and comparable transactions. The MPSP report provides significant insight to determine the ultimate



asking price, and it provides additional insights into areas of strength and improvement, whether or not you choose to proceed with a sale immediately.

Stage 2: Preparation for Sale

Once the valuation is complete and your target range is established, we turn our focus to preparing your business for buyer review. Proper preparation increases buyer confidence and accelerates the sale process. DivestStone works with you to present your business in its best light before it reaches the market.

We focus on organizing financial statements, refining key performance data, and highlighting your company's strengths.

We take great care to maintain confidentiality throughout the preparation stage, ensuring that employees, suppliers, and customers remain unaware of the sale until the appropriate time. All communications are managed discreetly to protect business stability.

Our team prepares two key marketing documents: a brief "Blind Profile," which summarizes the opportunity without revealing your company's identity, and a detailed "Confidential Business Profile" (CBP), which is shared only with qualified, pre-screened buyers under a Non-Disclosure Agreement (NDA). This dual approach ensures broad exposure without compromising privacy.

We may also coordinate with your legal, accounting, and tax professionals, or recommend trusted advisors from our network, to ensure your business is positioned optimally for both valuation and transaction readiness.

Proper preparation minimizes surprises during due diligence and builds buyer confidence, ensuring that your business is presented professionally and credibly to potential buyers.

Stage 3: Marketing and Buyer Search

With your marketing materials finalized and your business ready for presentation, DivestStone launches a targeted, confidential marketing campaign. This stage is focused on introducing your opportunity to qualified buyers through curated channels, proprietary databases, and strategic outreach, all while maintaining strict confidentiality and control over the process. We provide regular feedback on buyer inquiries and market response, keeping you informed and in control throughout the process.

We market your business through a combination of private databases, professional buyer networks, and direct outreach to strategic acquirers, while also maintaining visibility through curated listings that never reveal identifying details. Each prospective buyer is interviewed personally to confirm financial capacity, experience, and genuine interest before information is shared.

Because confidentiality is crucial, all interested parties must execute an NDA before receiving access to the CBP or sensitive information. Throughout the process, we monitor inquiries and ensure that only qualified buyers progress to the next stage.



Our goal is to identify serious, capable buyers who are aligned with your objectives, not simply those browsing for opportunities. Throughout this process, we provide transparent updates and guidance, so you always know where things stand.

Stage 4: Negotiation and Offer Management

This is where strategy and experience truly make a difference. DivestStone manages all communication and negotiation between parties to ensure professionalism and maintain momentum. We act as a professional intermediary throughout negotiations, managing difficult discussions and preserving goodwill between parties.

We help you evaluate offers based on more than just price, analyzing structure, payment terms, conditions, and contingencies. Our team assists with counter offers, deal structure refinements, and creative financing or vendor-support arrangements (such as training periods or phased transitions) to ensure both sides reach a successful agreement.

When multiple offers are received, we help compare and present them in a clear, data-based format, giving you confidence to choose the offer that best meets your financial and personal goals.

Our goal is not simply to find a buyer, but to secure the *right* buyer, one who values your business appropriately and can complete the transaction successfully.

Stage 5: Closing the Transaction

Once a buyer is selected and an offer is accepted, DivestStone coordinates closing activities to ensure a seamless process.

We actively manage the due diligence process, facilitating information flow, anticipating issues, and ensuring timely responses. This includes coordinating documentation between accountants, attorneys, and financial institutions to prevent delays.

Our role also includes monitoring timelines, ensuring all contingencies are met, and helping both parties stay focused on a successful closing. By maintaining momentum, we minimize the risk of deal fatigue or miscommunication that could derail progress.

From assisting with the Offer to Purchase to providing support in relation to the Purchase and Sale Agreement, DivestStone remains your advocate and coordinator, ensuring every aspect of the transaction is handled with precision, confidentiality, and care. Our involvement doesn't end at signing, we remain available to support a smooth handover and ensure the transition benefits both you and the new owner.



Conclusion & Getting Started

Selling your business is both a financial milestone and a personal transition. With DivestStone as your advisor, you have a trusted partner focused on achieving the best possible outcome, protecting your interests, maximizing value, and ensuring peace of mind.

Even if you decide not to sell immediately, the insights gained through our valuation and preparation process often reveal opportunities for operational improvement and long-term growth.

Whether you're ready to sell now or simply exploring your options, our first step is a confidential, no-obligation consultation. Together, we'll discuss your goals, assess your readiness, and design a plan tailored to your business and future.

About DivestStone Transaction Advisors

DivestStone Transaction Advisors is a professional mergers and acquisitions advisory firm dedicated to helping business owners achieve successful exits. Our mission is to deliver clarity, confidence, and exceptional results through a structured, transparent process.

We combine financial insight, market expertise, and decades of advisory experience to help clients achieve optimal outcomes. Every engagement is handled with professionalism, discretion, and a deep respect for the value you have created.

Our performance-based approach means we succeed when you do. By aligning our goals with yours, we ensure that every decision, strategy, and recommendation is focused on your best interests, from valuation to closing.

If you're exploring the next chapter for your business, DivestStone is here to guide you with integrity, experience, and results.

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