

AM I READY TO BUY

Beyond “qualified,” the right buyer understands their value and how to strategically benefit from an intended acquisition. They will articulate these points to the seller and stay committed to a smooth transaction.

The right buyer:

- Understands their own value and value proposition to the seller
- Can articulate how their business meets seller criteria outlined in listing information
- Is (generally) at least 2x the value of the seller
- Has a clear acquisition strategy and can articulate how this acquisition will serve their growth plans
- Is able to connect and work well with the seller

IS MY BUSINESS READY TO ACQUIRE

Before you can target an acquisition, you need to understand your own business and how an acquisition supports your short- and long-term growth goals.

A prepared business:

- Has a documented value & current acquisition capacity
- Has evaluated KPIs & benchmarked growth
- Maintains a strategic focus on goals
- Knows the right acquisition target & how to inquire
- Is able to grow through a successful acquisition

CAN I DRAFT A COMPELLING INQUIRY

Upon defining your acquisition goals, it's time to identify your target and make an inquiry. On average, Open Market Opportunities receive 50-100 inquiries within the first week. This is your first impression to the seller, so how can you stand out? The most successful inquiries have a few things in common:

Tailor your message to address how your business meets seller's criteria.

Avoid price at this stage, as sellers select buyers who most closely fit their practice and will be a good caretaker of their clients.

Submit swiftly, as successful buyers usually present inquiries within the first two weeks.

Provide the most complete and accurate business information. On the FPT Open Market, your inquiry will require you to provide some business data in addition to your inquiry message in order to best match buyer and seller.

DO I UNDERSTAND THE PROCESS

Winning the acquisition is just the first half of the journey. The transaction and transition process requires patience, attention to detail, and a collegial attitude. Make sure your team is stacked with industry-seasoned professionals to avoid any surprises. While each step of the process is critical, there are five key areas that should garner special attention:

1.
Deal Structuring
2.
Due Diligence
3.
Deal Financing
4.
Tax Treatment
5.
Documentation