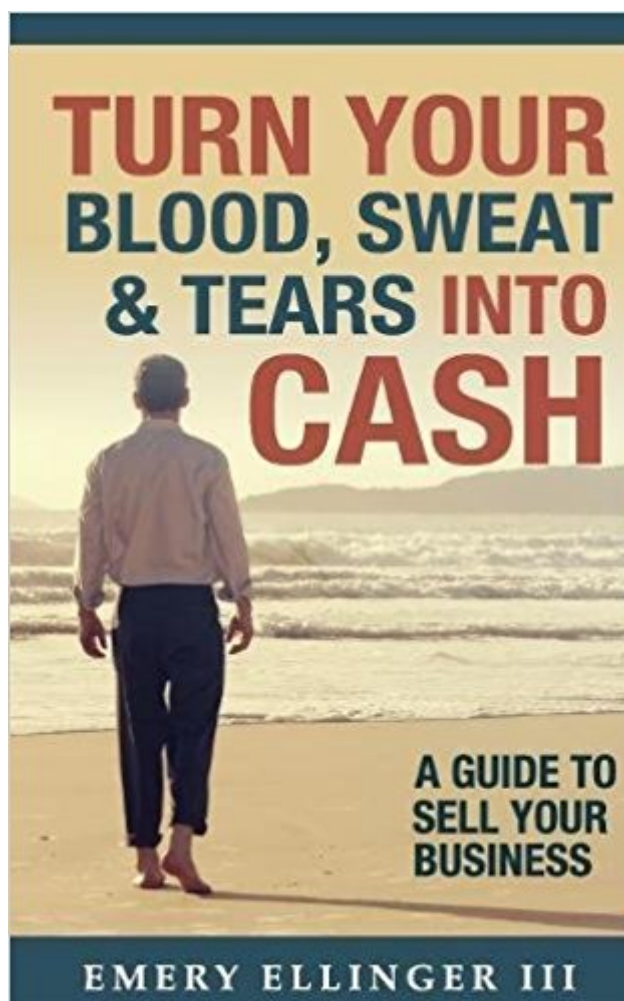


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# Turn Your Blood, Sweat & Tears Into Cash: A Guide To Sell Your Business



## Synopsis

You have built your business from the ground up and you are finally ready to sell. However, you might be facing three major problems: 1. You don't know enough qualified buyers that will pay what your company is worth. 2. You do not have the expertise to negotiate the complexities of a business sale. 3. You are so busy running your business, you do not have the time required to properly market, negotiate and handle all the required due diligence. Turn Your Blood, Sweat & Tears into Cash: A Guide to Sell Your Business is a comprehensive guidebook, covering everything from pre-sale preparations, to what you can expect during the process, and skillfully describing both mechanisms for success and common pitfalls to avoid. Presented in an easy-to-understand manner and illustrated with real-life examples, this book is a valuable resource for profitable business owners who wish to sell their business for top-dollar. By the end of this book, you will have a clear understanding of how to successfully navigate the sales process to ensure you receive maximum value for your business. Through his proven six-step process, Emery Ellinger shares the primary advantages his Firm offers business owners: Higher sales prices Unmatched close rates Faster closing times

## Book Information

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## Customer Reviews

"I'm the happiest contractor in America." -Mike Charles, Former Aberdeen Advisors sell-side client

Comprehensive, detailed, highly practical and well written. A "must read" for anyone who wants to

understand the fundamental process of selling a business.

Excellent!

If you own a business and even remotely think about the future of that business, Emery Ellinger's book is a must read. This is your hands-on guide to doing everything necessary to prepare your business for the day you will walk away from it. Now, if you haven't thought about this, you need to, and fast. And Emery's book will guide you through the steps of preparation, positioning, and marketing your business for a successful future sale or ownership transition. He provides you a step-by-step approach to handling perhaps the most important reason why we go into business "to eventually sell it and thereby creating a windfall for ourselves and our future generations. Start this process by buying this book" then read it, and follow Emery's advice. If you do just that, the chances are good you'll find your place in the sun, and reward you (and your family) with the benefits of a successful business transition and sale.

This book is an invaluable resource for business owners that are thinking about selling their business in the near future. It is quite surprising to see the amount of details, attention, and information that the author included within. Ellinger proves he is a top expert in his field through the quite intricate display of the exact process businesses should follow. If you are in business, this is a great guide to understand everything to aim for when considering a sale in the future. But over anything, if you are actually considering selling your business, this book is nothing other than a must-read. Highly recommended.

I know many successful business owners that have built great businesses... however, they have the majority of all of their wealth tied up in the business and have no idea to create an exit or succession strategy to tap into the wealth they have created. Good news... this is the play book and reference manual for serious business owners that want to maximize the value of their business and the wealth they have accumulated. Mr. Ellinger and his firm have successfully sold businesses for some of my best clients... I highly recommend this book if you or one of your clients is serious about selling a business they right way. Great job...!!!

I think this book should be a must read for anyone who is considering selling their business. I never

really understood the difference between an M&A firm vs. a business broker, nor did I fully understand their value. Now I do and I'll be much better prepared when I sell.

Emery has that rare combination of knowledge and ability to communicate clearly. As other reviewers have stated so well, the content of this book is essential reading for any business owner who will someday sell. What sets this book apart from others is the clear, understandable and actionable way the information is presented. My hat is off to Emery for sharing a lifetime of experience!

I have the honor of knowing Emery personally and the pleasure of attending his book launch event to pick up my copy. I have to say within the first few pages the book give indepth information in a warm and logical way that is Emery's signature style. I'm so glad I purchased a copy for myself and an extra to be able to loan out to friends.

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