



Selling Your Small Business: Seller Checklist

A one-page checklist for business owners thinking about selling. Tick each step as you go.

Please note: this is general information, not legal, tax or financial advice. Please talk with your own lawyer and accountant before you decide anything.

1. Plan ahead

- ☐ Set a goal date and what you want from the sale
- ☐ Meet your accountant about tax (asset vs. share sale)
- ☐ Meet a lawyer who handles business sales

2. Get your books ready

- ☐ 3 years of financial statements and tax returns
- ☐ Personal costs separated from business costs
- ☐ Bookkeeping up to date

3. Know your value

- ☐ Work out yearly profit plus owner pay (SDE)
- ☐ Get a rough range, then a firm value from a professional

4. Make it run without you

- ☐ Daily tasks written down
- ☐ A trusted person trained on key jobs
- ☐ Customers deal with more than just you

5. Check the paperwork

- ☐ Lease and transfer terms
- ☐ Key contracts, licences and permits
- ☐ Insurance and equipment lists

6. Find a buyer, privately

- ☐ Consider staff, family, competitors, suppliers
- ☐ List privately (no business name shown)
- ☐ NDA signed before sharing books
- ☐ Proof of funds before going far

7. Agree terms

- ☐ Letter of intent reviewed by your lawyer
- ☐ Due diligence period agreed
- ☐ Purchase agreement prepared by lawyers

8. Close and hand over

- ☐ Statement of adjustments checked
- ☐ Staff told at the right time
- ☐ Handover and training period agreed

Free help for owners: list a business free with no commission, get a rough value estimate, and download printable guides at sellmybusinessdirect.com.

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