



Thinking About Selling Your Business?

10 Questions to Ask Yourself First

Before starting any conversation with a potential buyer, it pays to reflect on your own goals, priorities, and expectations. These 10 questions are designed to help you prepare mentally and practically for a sale.

1. Why am I considering selling now?

Understanding your motivation (retirement, burnout, new opportunity, health, etc.) helps guide the right type of buyer and transition plan.

2. What do I want life to look like after I sell?

Are you looking to retire, start a new venture, stay involved part-time, or take time off? Your ideal outcome will shape how the deal is structured.

3. What is most important to me besides the sale price?

Legacy, employee wellbeing, customer relationships, or continuity of the brand—non-financial priorities matter.

4. Am I mentally ready to hand over control?

Letting go isn't easy. Being emotionally prepared to see someone else run the business is crucial for a smooth transition.

5. How involved do I want to be after the sale?

Some owners prefer a clean break; others want to stay involved for a while. Define your preferred role early.

6. Do I have all key information organized and accessible?

Financials, contracts, leases, staff info—being organized builds trust and speeds up the sale process.

7. Is my business too reliant on me personally?

A business that's owner-dependent can be harder to sell. Consider systems or delegation to ease the transition.

8. What would I consider a "fair" offer—and why?

Being clear on your expectations (and open to negotiation) will help you avoid surprises during valuation.

9. What questions should I ask any potential buyer?

Ask about their experience, vision for the business, and how they plan to treat your team and customers.

10. What does the ideal buyer look like to me?

Do you want someone local, hands-on, values-driven, or growth-focused? Defining this helps screen the right fit.

Ready to explore a potential sale in confidence?

We offer discreet, no-obligation conversations with business owners.

Email enquiries@capartners.co.uk or call 01242 350 460.