



Pricing a Small Business for Sale

A Practical Guide for Business Owners, Business Brokers, Buyers, and Their Advisors

By Toby Tatum, MBA, CBA

The marketplace for small businesses is one of the most inefficient markets there is. Business brokerage professionals generally agree that approximately 80 to 90 percent of small businesses placed on the market for sale will not sell, and that over 90 percent of individuals seeking to buy a small business never succeed in this effort. The single biggest reason small business buyers and sellers fail in their respective efforts is an inability to negotiate a mutually acceptable price. *Pricing a Small Business for Sale* breaks this marketplace logjam by showing small business owners, business brokers, buyers, and their advisors how to develop a price and terms of sale for a small business that are fair for both the seller and the buyer.

Mr. Tatum is also the author of *Anatomy of a Business Purchase Offer: Step-by-Step Procedures for Preparing a Successful Offer*, 2nd Edition, and *Transaction Patterns: Obtaining Maximum Knowledge from the BIZCOMPS Database*, which is on the recommended reading list of the American Society of Appraisers.

What some professional experts are saying about this book:

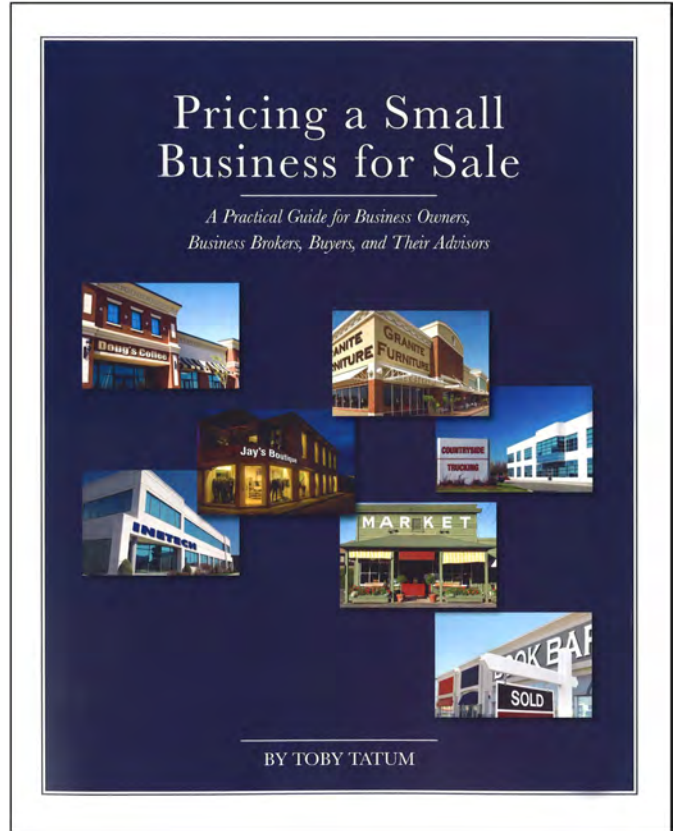
"Mr. Tatum's book represents a significant contribution to the theory and practice of pricing small businesses for sale. This book should be of interest to any serious would-be buyer of a closely held business. It should be of special interest to business brokers and to business appraisers who attempt to value small businesses."

—Raymond C. Miles, FIBA, MCBA, ASA, MS
Founder and former Executive Director of the Institute of Business Appraisers

"Every book Toby does on business valuation is a winner—his new book is no exception!"
—Tom West
Business Brokerage Press

"Toby Tatum has again provided the transaction industry with another substantial work. His *Transaction Patterns in BIZCOMPS* is still in demand today. *Pricing a Small Business for Sale* will be a similar must-have resource. This book is a must for anyone considering the purchase or sale of a business."

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