



VCA Blog
October 2, 2017

Does Your Business Have a “Sell By” Date?

Vertical Capital Advisors Blog

ALPHARETTA, GA – I bet if you Google “Sell By Date” right now, Google will prepopulate several popular options:

- Meat
- Eggs
- Chicken
- Milk
- Steak

But what about your business? Does it have a sell-by date? Will it spoil if you hold it too long?

What if you saw this on the door to your business on Monday morning?



What do the numbers above the “Sell By” date mean?

And which December 1 do you sell by? It would be impossible to sell a *BUSINESS* by December 1. Right?

At Vertical Capital Advisors, we can tell you what all the numbers mean and we can guide you to the right sell by date. If you have read this blog for any time, you know that we have been communicating for the past year that NOW is the time to fully evaluate the possibility of selling your business.

Why?

Because the markets are screaming that now is the right time. Liquidity is at record highs as are multiples. This is the clearest buying signal you are likely to see in your lifetime.

Wait until the economy weakens (economies are cyclical) and your business may have a sign that looks like this:



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Every business is different – each has its own unique set of factors. At the very least, as a prudent business owner, you should consult a professional about likely value of your business and the recent market activity in your industry. You don't have a decision to make until you have the information.

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At Vertical Capital Advisors, we are most often engaged by industry leaders to be the bridge to the capital they need to fuel growth. We start with great leaders at great companies that have compelling, profitable business plans where the only missing ingredient is capital.

ABOUT VERTICAL

Vertical Capital Advisors is an Atlanta-area business advisory firm built on **creating tangible value** for our clients, serving clients in just about every industry. Our clients are both capital growers and capital allocators. How can Vertical help your firm maximize value?

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