

## Summary

# The Importance Of Timing & Strategy When Selling Your Business— Business Blueprint Interview



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In this interview, Dale Beaumont speaks with Kerry Boulton, a seasoned exit strategist and business advisor, about the intricacies of business exit strategies and succession planning. Kerry highlights the importance of forward planning to maximise the value of a business and ensure a smooth exit process. She walks through essential steps, such as evaluating the current value of the business, preparing for due diligence, and addressing both the financial and emotional aspects involved in selling a business.

Kerry explains that many business owners tend to delay exit planning because they're too absorbed in the day-to-day operations or lack an understanding of the process. She stresses the importance of considering the exit strategy from the start and adapting it over time.

The conversation touches on challenges business owners face during succession, such as finding the right buyer and ensuring the continuation of the company's legacy. Kerry also discusses the emotional difficulty many entrepreneurs face when it comes to letting go of their business.

Throughout the interview, Dale and Kerry emphasise the role of trusted advisors in helping business owners achieve the best outcomes. Kerry concludes by reinforcing the need for a well-defined and executable plan that aligns with the owner's goals.