

What goes around, comes around!



We're often criticised for being tough on purchasers, but the fact of the matter is that we make absolutely no apology for working hard

to represent our vendors.

It's all about standards, and 'double-standards' just don't come into our equation.

Selling or buying a business is completely different from buying real estate. Ridiculous offers just aren't considered and it's not our practice to encourage purchasers 'to make an offer' unless it is a serious bid for ownership of that business.

A business is carefully valued and much of this involves serious number crunching, which is a far more academic process than emotional, so generally speaking the set price is the set price.

In recent times, business owners are overwhelmed by the prices they've achieved for businesses that are well established and solidly returning around 30%. For purchasers this represents a good buy in any language.

Our income source is purely commission based which is paid exclusively by our client, the vendor. Therefore, our job is to represent our client by providing a 'value for money' service that achieves agreed outcomes.

We view the buying and selling process as a 'what goes around comes around situation', knowing full well that once the tables are turned, the purchasers of today wouldn't want us to be any other way when they become the vendors of tomorrow.

Yep, we're tough and we stand by it.

Chris Greenfield

Perfect Match

By Rod Russell, Business Sales Manager

There is a lot more to selling a business than meets the eye! I would have to say that the most crucial components take place in the business preparation and buyer qualification.

Today's business sales environment is a controlled process that involves intelligent negotiation and highly tuned



people skills. This includes dealing with the complete spectrum of emotional issues whilst providing mentoring and at times counselling. Selling is about doing the legwork upfront, having all of the facts laid out so that there are no hiccups, delays or false starts that can waste everyone's time.

There is also a significant amount of detective work as we investigate the attitudes and intentions of purchasers. Is the business suitable for them? Are the hours of operation, owners' role, staffing requirements, net profits all within the purchaser's reasonable expectations? There are many factors that need to be discussed with the buyer

to make sure that they are fully aware of some of the stringent demands set by some landlords and franchisors. In essence we need to find out if

the purchaser is a perfect match for the business?

We rigorously qualify every buyer by investigating many different important aspects of their purchasing credentials which includes issues such as financing and ensuring that the purchase price is within their ball park. Only when the purchaser has satisfied us, that they have the means to purchase the business and they are well suited to it, is a legally binding confidentiality document signed as a precursor to any aspects of the business for sale being released or discussed.

Ultimately both vendors and purchasers must feel confident that the business broker views confidentiality with the utmost importance.

If you are considering selling your business please contact Encompass Business Sales for a no-obligation consultation.



In Profile

Rod Russell is a senior sales manager with the Encompass Business Sales team having worked for the company (previously known as Greenfields Business Brokers) for over 8 years. He specialises in medium to large businesses and franchises and with

hundreds of sales under his belt the diversity in the range of businesses he has sold is remarkable. Rod's talent lies in his superior negotiation skills, his diligence and uncanny knack of matching people with businesses.

Encompass Business Sales

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The getting of wisdom... Made Easy!



Financial advisors, accountants and business consultants are just some of the many professionals who have filled the void

left by the traditional bank manager.

Generally speaking these specialist professionals offer greater flexibility and creatively when it comes to finding finance and financial planning solutions.

But with the proliferation of consultants into the industry it's important that clients remain wary and questioning.

Financial advice and guidance are the cornerstones of financial success and clearly knowledge is power. But for many people the getting of wisdom is limited by their inability to ask the 'right' questions.

Encompass Professional Services recognises that most people realise that they require financial assistance but are scared off by the hype of an overzealous salesman or become confused by complex issues.

In recent months we have completely restructured our business, re-trained our staff, employed specialist consultants and endured the rigors of certification and accreditation in order to qualify for a variety of licenses.

But its more than just decorating our walls with certificates, the process has provided us with an extra level of knowledge that we translate into terms that our clients can easily understand and then empowers them to make informed choices in accordance with their own unique situation.

We are qualified financial advisors, insurance brokers, mortgage and finance brokers, registered taxation agents and business consultants who offer services that are focussed on getting it right for our clients.

Sharon Garland, CPA, CFP

MoneyMoneyMoney

By Danielle Patorniti, Lending Consultant

If you have a mortgage, the chances are you need financial planning advice.

These days there are many different types of loans that offer different benefits and the key to finding the best loan for any individual circumstance is proper financial planning.

Your Encompass financial advisor will ask you a wide range of questions. Some that you may feel don't have too much to do with your money matters, such as what sports you and your family play, how often you entertain and whether you have kids or if you are planning to have another baby or open a business.

All your answers provide the pieces of the mosaic that makes up your life, both today and in the future.

Once the Q&A part is all over, we get down to the tin tacks of how you afford your lifestyle - your income, your spending habits and your attitude to debt and investment risk.

At Encompass Professional Services we work as a team, as loan brokers we work with your financial advisor or accountant to find a loan that meets your individual needs.



We have access to a wide variety of different lenders who offer different loan types, this is because our role is to source and select the best loan structure with the most competitive interest rates in accordance with our client's specific and individual needs.

When buying or refinancing a home or business please contact the Lending Division at Encompass Professional Services for a comprehensive assessment.

Free Client Seminar

The next in our series of informative client seminars is coming soon.

If you are a small business operator or you need worthwhile information for

managing your personal finances ensure you record these details in your diary now!
**Tuesday November 25, 2003
Maroochydore RSL Club
6.00pm - 7.30pm**

For more information and to be included on our FREE seminar mailing list, please email us at: info@encompassgroup.com.au

Out of the box

At Encompass we recognise that these days anything goes, so we are more than happy to step outside the box of the regular share and fund manager options and investigate particular

investment interests that you may have such as environment, mining, new technologies or entertainment.

We'll provide a 'warts & all' report that assesses the risk of any

investment, so that you can give it a confident thumbs-up or thumbs-down as the case may be.

For investment and financial planning advice please contact Encompass Professional Services.

Encompass Professional Services & Head Office

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