



## ACCOMMODATION BUSINESS

### THE SALES PROCESS

# THINKING OF SELLING YOUR ACCOMMODATION BUSINESS

Readying your accommodation business for sale does not start by listing it with the broker. If you think about your entry into the industry you will recall that the scrutiny of the accommodation business was for all transactions 12 months prior to the contract signing. This is standard throughout the industry and so by this measure, preparing your accommodation business for the sale process begins well before listing the accommodation business for sale.

'House-keeping' on matters that are expected to be raised by the purchaser should be addressed as part of preparing the accommodation business for sale. Discovery of adverse findings during the contract stage of selling may be costly as the balance of power may shift away from you to the purchaser.

Key to the successful sale of your accommodation business, is a smooth due diligence. Buyers are cautious and will make reasonable enquiries into the soundness of their investment. Prompt and complete responses to the buyer's enquiry is reassuring. It is vital that you speak with your business advisors, Broker, Solicitor and Accountant, so that you are prepared.

Selling your accommodation business is a skill and is an extension of what you have been doing to date, albeit that this sale is a very important one.

The fees to produce a comprehensive 'Profit & Loss for Sale' will be quoted upfront, with the size of the accommodation business considered.

McAdam Siemon is a specialist in preparing accommodation businesses for sale. The true value of a professionally constructed report, that drives the selling price of your business, is the assistance that it provides potential buyers during the sale process, to feel confident and reassured. A reassurance that takes the sale process forward from that of a contract, to a successful settlement, ultimately unlocking your rightful return from your most important investment.



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