



I May Want To Sell My Agency – What Kind of Questions Will A Buyer Ask?

At Senior Marketing Specialists, we know passing your client relationships on to another person to care for is a significant decision. We are here to help you navigate the process to make sure you can relax knowing you made wise decisions for yourself and your clients.

If you are thinking of potentially selling your agency or a block of business, you can expect questions. But what kind of information should you have ready, and how can you feel comfortable sharing it? Starting a conversation with a serious buyer will involve operational, financial, and client data for the buyer to be able to make a good decision and for you to receive a proper valuation. We recommend that you start with a signed non-disclosure Agreement that both parties sign. That will give you the legal protection to freely discuss what needs to be reviewed.

As you begin your discussions, both parties must consider the other's point of view. The seller needs to understand the need for details that the buyer will need if they are going to purchase and hopefully service the policyholders of the seller. The buyer must understand the importance of confidentiality and the relationships the seller is responsible for protecting.

So a seller can expect a lot of questions, but here is a list to get you started. We will be happy to discuss additional questions you will likely receive.

- How many clients do you have?
- What is the mix of business by product type?
- What geographic area are the clients in?
- What carriers are your clients with?
- How many clients are with each carrier?



SENIOR MARKETING
SPECIALISTS

AN INTEGRITY **||** COMPANY

SENIOR MARKETING SPECIALISTS

1-800-689-2800

801 GRAY OAK DRIVE, COLUMBIA, MO 65201

WWW.SMSTEAM.NET



(continued...)

- Do you have your client data organized or in a CRM?
- How often and where do you meet with your clients, at home or the office?
- What is the status of your carrier contracts, including commission schedules, uplines, and downlines?
- What are your plans after the sale that would involve clients that are being purchased?

A couple of the most important things to keep in mind are having realistic expectations of the value of your business and the time frame needed to make a complete transfer of the policies to new ownership. A successful transfer of ownership will require that the buyer and seller work together, always keeping the best interest of the policyholders in mind.

There are countless details that we can help you address. To confidentially discuss your particular situation and to find ways we may be able to help, call 1-800-689-2800 and ask for the Acquisition Pathways team or visit www.smsteam.net/acquisition-pathways



SENIOR MARKETING
SPECIALISTS

AN INTEGRITY  COMPANY

We know you have big shoes to fill.
Make sure you hand your legacy to someone
you can trust.



When you're ready, we're here.