



UNIQUE SERVICES FOR THE SMALL BUSINESS OWNER

The Low Cost, No Commission Service For the Small Business Owner

Why should you use our EASYSELL BUSINESS service?

Selling a business is not easy, and minimum fees charged by business transfer agents can make it uneconomical for a small business owner to instruct an agent. Additionally, many small businesses are not registered for Vat meaning that a quoted minimum commission of £3,500 plus vat increases to £4,200 based on the 20% Vat rate effective on 1 January 2011.

Horizon Business Agents have therefore developed a menu driven service aimed at helping you sell your small business for as little as **£49 per month** excluding Vat.

The only requirement is that you market your business for **£20,000** or less. You decide what service you require and simply pay as you go. You can even pay using your credit card to pay for this service via pay pal.

As this service does not rely on our representative seeing your business this offer is open to businesses throughout the UK, although we will be reliant on your description of your business if we cannot visit.

How does it work?

When you instruct us we will prepare sales particulars for your business to our high professional standards. The sales particulars will be listed on our website and will include your contact details as a point of contact.

We will then list your business for sale on the major business for sale websites and also market your business via social media, on applications such as twitter and facebook.

When an enquiry is received we will forward that response to your email address so that you can contact the potential buyer of your business.

We can also provide statistics to you to show you how popular your business has been with the number of hits and enquiries you have received so you can assess whether you are selling your business at the right price.

Why do you need EASYSELL BUSINESS?

Firstly you never get a second chance to make a first impression. Often the first person who sees your business advertised is the person who will buy it. The reason why they do not is because it has not been presented to them in the best light, professionally prepared sales

particulars will help you as a “private seller” to present your business to your buyer much more effectively and efficiently.

You also have two other choices when selling your business? Either instruct an agent to sell your business and pay over £4,000 or you can pay for advertising yourself on these websites.

If you instruct an agent you will pay a large commission on a successful sale often this can be up to half of your sale proceeds. In addition if you advertise privately via the two major business for sale websites it will cost you more than £49 a month.

Remember you can cancel whenever you want with no more to pay and there is ***nothing to pay on completion and no hidden charges.***

Some business transfer agents can also charge exit fees, or require sole selling rights meaning that they still require payment even if they fail to sell your business.

By using **EASYSSELL BUSINESS** you are in control, and you know that there will not be any surprise demands due to you not understanding any contract you sign.

How much does it cost?

EASYSSELL BUSINESS

You pay a fee of £199 plus vat for the preparation of professionally prepared sales particulars and first months advertising.

You then pay £49 per month plus vat for us to continue marketing your business each month. It is as simply as that.

To start the service either send a cheque for the appropriate amount to:

Horizon Business Agents
158 Nacton Road
Ipswich
IP3 9JN

Please contact us by email on sales@horizonbusinessagents.co.uk for a quote

Or use the “Pay Now” button on our website at:

<http://www.horizonbusinessagents.co.uk/smallbusinesses.htm>

We will then contact you for the information required to write the sales particulars.

Every month you can simply renew by paying £49 plus vat if you have not already sold your business.

There will be absolutely nothing to pay when you sell, disinstruct us or if you take your business off the market.

EASYSSELL BUSINESS+

There are approximately 55,000 businesses listed on UK business for sale websites so it is very easy for your business not to be noticed.

The answer is to pay for premium internet advertising this increases the exposure your business receives, you can upload more pictures and you receive a higher search ranking and can receive 5 times as many enquiries.

The cost of the **EASYSSELL BUSINESS+** service is £270 plus vat for the preparation of professionally prepared sales particulars and first months advertising, and £120 plus vat for subsequent monthly advertising.

360 degree Virtual Tours (360VT)

The issue with selling your business is the time it takes to talk to vaguely interested buyers. 360 degree Virtual Tours (360VT) acts as a first viewing so that only serious buyers will contact you to find out more about your business. This will save you time and allow you to continue to run your business and also aid your confidentiality as less people will be visiting your premises.

The use of 360VT can be a powerful marketing tool if you want to sell a small retail outlet or a similar visual business.

The cost for us to prepare a 360 Virtual Tour is £120 plus vat which can be purchased in addition to the **EASYSSELL** or **EASYSSELL BUSINESS+** service (subject to geographical availability).

The tour will be hosted on our website for the duration of any advertising campaign and will be available for anyone to view 24 hours a day.

Bonus Material

If you buy an of our **EASYSSELL BUSINESS** services you will receive a free guide to selling your small business entitled “**10 things you can do to help you sell your business**”. which will be emailed or posted to you.