

How to Buy or Sell a Business (BSB)

Keyword: Buy/sell, acquisition, merger
Area: A&A, MGT, TAX
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Level: Intermediate
Prerequisites: None

Credit Hours: Management Advisory - 6
Accounting - 2

Description: Mergers and acquisitions are not just about tax considerations! Shows CPAs how to play a vital high-profile role, including participation in decisions. Written and taught by CPAs with experience in thousands of business purchases and sales, this course provides practical coverage of the management and ownership aspects of business purchases and sales, including pricing and negotiating strategy. The highlight of this course is a case study that allows you to apply what you have learned, in a competitive business environment.

Designed for: Designed for CPAs in consulting roles and management to provide a background in how to effectively assist in getting the best deal in a business acquisition or sale and how to avoid the many pitfalls on buy/sell transactions.

Objectives:

1. Set the right starting price for negotiating
2. Structure the transaction for best tax advantage
3. Negotiate more effectively, avoiding tricks the opposition will use to gain advantage
4. Make a thorough investigation of the transaction

Topics:

5. Overview: elements and structure of buy/sell; opportunities for CPAs
6. Matching buyers and sellers; working with brokers; commission pricing
7. Marketplace analysis; how to investigate the target, using available data sources
8. Setting the price; valuation methods, terms of purchase/sale; letters of intent
9. Negotiation strategy; three phases of negotiation, techniques; preparation, deadlock, walkouts

10. Due diligence, including a detailed checklist
11. Accounting and tax considerations
12. Case study. Put what you've learned to use