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[Complete the sign up questionnaire](#)

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SuccessionMatching for Business Owners

Who we are:

SuccessionMatching (SXNM) is a two-sided marketplace that matches buyers and sellers of small and medium-sized businesses.

We take an economic development approach to business transitions and start working with business owners interested in transitioning one to five years before they would like to sell.

How it works:

Buyers and sellers sign up for a membership on the site for no charge, and then have the option to upgrade to a premium membership for additional services. Under a free membership, buyers and sellers gain access to a number of resources and are encouraged to create a listing to represent their current state and needs of succession. Upon upgrading to a premium business listing, the matching algorithm looks for listing commonality and finds matches for them based on their answers. Upgraded members also enjoy a larger scope of succession resources that will help them through their journey in buying or selling a business. Members control their own privacy settings which allows for secure and discreet site browsing and information sharing.

What SuccessionMatching can do for business owners:

When a business owner completes their premium listing on the site they answer many questions that assist our team to understand what type of sale they are looking for. There are many different sale types and structures, making the topic of succession a large one to digest. SuccessionMatching offers resources on all of these topics, leading business owners to make educated decisions regardless of their stage of transition. Members of the SuccessionMatching team also work directly with business owners to tailor the resources they see by making custom suggestions. Here are the two most common scenarios with business owners we see:

Business owners that need additional information to plan their succession:

SuccessionMatching has a resource roadmap to help business owners identify where they are in the process and how to navigate their next steps. Support from the SuccessionMatching team will also work to suggest resources specific to the needs of the business owner, where applicable.

Business owners looking to retire in a few years:

The SuccessionMatching two-sided marketplace gives business owners the opportunity to list their business for sale and find a buyer. Sometimes the second generation, or current staff, have no interest or are unable to financially purchase the business, but are willing to stay on and run the company or would welcome a partner to scale their business.

Seller Member Benefits:

	Business Owner (Seller) Membership Level		CF Coupon Code
	Free	Premium	
Select Educational videos	x	x	x
Full Educational Resource Library (50+ hours)		x	x
Business Listing	x	x	x
Ability to Match with Buyers, Investors, and Advisors		x	x
Sell sheet (Executive Summary)*		x	x
Discounted Cash Flow Report		x	
Duration	unlimited	1 year	3 years
Subscription	Free	\$2,000	Free

* unedited,

Network Referral Services:

SuccessionMatching has a large

within our referral program offering services that include business valuation, programs to increase enterprise value, assessment of readiness of the business for a successful transition, and more.

Process:

Once a seller completes the membership sign-up questionnaire, they move on to book a complimentary 30-minute consultation call with a member of our team. During the call, the SuccessionMatching team member will explain the different aspects of the process and identify benefits for the individual. This 30-minute call often includes the following:

- Discussion with the business owner about their individualized transition plan
- Advice on next steps in qualifying the business for potential buyer opportunities.
- Explanation of how SuccessionMatching will assist the business owner with an executive summary of their business to share with potential buyers
- Help the business owners set up their premium listing and begin their journey to find a buyer

Costs:

Sellers never pay a commission on the sale of their business to SXNM, only their annual membership. Sellers pay for optional referral services direct to the providing professional. Through our collaboration with the Community Futures offices, we would like to offer their business owners a CF Coupon Code that gives them premium membership to experience the marketplace of SuccessionMatching, and match with potential buyers, investors, and advisors for the period of 3 years. Click below to become a member with SuccessionMatching.

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