Conflicting Objectives Worksheet

MOTIVATION	CONFLICTING MOTIVATIONS	WHY?
Highest possible price	All-cash payoff	Sales requiring payoff at closing typically close at considerably lower prices than those involving seller-financing
	Immediate departure	A seller's desire for immediate departure signals high sale desire, prompting downward price negotiations.
	Post-sale involvement and after-sale priorities for the business	Post-sale requirements narrow the buyer pool and decrease ability to receive the highest price.
All-cash payoff at closing (No seller-financing)	Immediate sale	Cash payoffs usually require buyers to seek third-party loans, which often are difficult and time-consuming to obtain and can slow the sale process.
	Highest possible price	Sales requiring payoff at closing typically close at considerably lower prices than those involving seller financing.
	Immediate departure	Sellers seeking immediate departure and full payoff at closing convey high desire to sell and/or low confidence in the future of the business, typically resulting in lower buyer interest, lower prices, and longer time-on-market.
Immediate sale	Highest possible price	Unless business is in strong condition, an immediate sale results in a discounted price.
	All-cash payoff	Cash payoffs usually require third-party loans, which often are difficult and time-consuming to obtain and can slow the sale process.

MOTIVATION	CONFLICTING MOTIVATIONS	WHY?
Immediate departure (vs a 3-12 month post-sale involvement in the business transition)	Highest possible price All-cash payoff	Unless business is in strong condition and easy to transition, rapid departure raises buyer doubts and leads to a lower selling price. A seller seeking rapid departure and all-cash payoff conveys a high desire to sell and/or low confidence in the future of the business.
Post-sale involvement with the business	Highest possible price	A seller's request for ongoing involvement in the business narrows the buyer pool and may affect price negotiations.
Post-sale priorities for the business	Highest possible price	Stipulations regarding the post-sale operation of the business narrow the buyer pool and affect pricing.
Pre-sale preparation followed by a sale offering	No conflicts	Pre-planning heightens business value and allows for an attractive offering that meets seller objectives and avoids conflicting priorities.