

Keep more of your proceeds, get more support in the process.

If you decide to sell exclusively with Baton, we can broker the deal faster, with greater communication and attention to detail, and for substantially less than a traditional broker. We believe owners should be fairly compensated for their life's work — it's part of our mission.

Let's say your business sells for \$1M in 6 months...

SELLING PRICE \$1,000,000

TOTAL RETAINER COST \$6,000

Monthly retainer = **\$1,000/month**

Limit: **6 months**

Credited back/Included in the success fee? **Yes**

Typical time to sell: 3-6 months

TOTAL CLOSING
COST TO YOU

\$60,000

6% of sale price

VALUE YOU'RE GETTING:

- Marketing assets = **\$500/month value**
- Fully designed data room value = **\$250/month value**
- Highest visibility placement on relevant listing sites = **\$250/month value**
- Discreet outreach to relevant competitors = **\$750 value**

A typical broker will charge \$130,000 for the same deal, Baton will save you at **least \$70,000!** 🤖

*We come from small business families too.
We're on your side.*

A detailed look at Baton's Sales Process

Stage of Process	What you do	What Baton's retainer covers
1 GET READY FOR MARKET	<p>Call with Acquisition Advisor to confirm your asking price, discuss strategy, and conduct a <u>video interview</u>.</p>	<p>Our professional writers and designers create marketing assets.</p> <p>We design and prepare your data room</p>
2 GO TO MARKET	<p>Submit survey and support with data room documents.</p> <p>Approve marketing materials</p>	<p>Feature on the Baton listing site (4K+ qualified buyers)</p> <p>Email Baton Buyers</p> <p>Conduct aggressive outreach to specific buyers</p> <p>Secure highest visibility placement on relevant listing sites</p> <p>Conduct discreet outreach to relevant competitors</p>
3 MANAGE BUYER INTEREST	<p>Receive weekly updates from the Baton team</p> <p>Confirm that you want to meet with potential buyer</p>	<p>Buyer indicates interest, onboards to Baton's secure platform which serves as an NDA, buyer receives access to summary & data room and submit lengthy application for a qualifying call</p> <p>Baton holds qualifying call to make sure buyer could be a good fit and buyer confirms they want to move forward</p>

Stage of Process	What you do	What Baton's retainer covers
4 FIND THE RIGHT BUYER	<p>Meet with buyer</p> <p>Respond to questions and share documents when needed</p>	<p>Schedules buyer-seller meeting</p> <p>Holds buyer-seller meetings with owner and guides conversations</p> <p>Follows up with buyer to guide them to an LOI</p>
5 FIELD OFFERS	<p>Consult with Baton</p>	<p>Field offers and negotiate with buyers on the owner's behalf, taking owner's input into conversations.</p>
6 ACCEPT LOI / DUE DILIGENCE PERIOD	<p>Accept an LOI</p> <p>Share any documents needed to support with due diligence period</p>	<p>Support owner and buyer through an efficient due diligence process</p>
7 SIGN ASSET PURCHASE AGREEMENT AND CLOSING	<p>Receive payment, support with transition, and get ready for your next big adventure! 🎉</p>	<p>Collect final payment</p> <p>Support both former and new owner however possible</p>

Have a question about the fee structure or process?

Reach out to your Acquisition Advisor anytime!