



## Boomer Cashout: Increase Your Business's Value Marketability to Sell for Retirement (Paperback)

By Lisa Kipps-Brown

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Around 2/3 of small businesses never sell and are just closed down when the owner retires. Of those that do sell, the average sales price is about 1/2 of what the owner thinks it's worth. Given those dismal numbers, you need to do everything you can to help make yours one of the ones that does sell when you're ready. This book was written to help you understand how you can use affordable, readily available online tools to help make your business more marketable and valuable and, more importantly, why not using them could be deadly when you're trying to sell. Over her 20+ years in web strategy, Lisa Kipps-Brown noticed that too many Boomers aren't keeping up with the changes in technology that can help their businesses be more valuable and marketable to others, especially to younger buyers. It's already hard enough to sell a business, but this technology gap is only making it harder. Boomer Cashout is the result of the crossroads of two of her passions: helping transform small businesses through smart use of...



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