

# Selling with Certainty

*Straightforward Advice  
for Cashing In on the  
Full Value of Your Business*

TERRY H. MONROE

## **Selling with Certainty: Straightforward Advice for Cashing In on the Full Value of Your Business**

*Terry H. Monroe*

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**Smart people can and do make dumb decisions when selling their businesses. Don't be one of them—and save thousands or millions in the process!**

With *Selling with Certainty*, Terry Monroe has written the go-to book for anyone who has considered, is considering, or may consider selling their business. Monroe provides friendly, appealing, no-nonsense advice to business owners about how to avoid the common pitfalls of selling their businesses—while ensuring they get full value from the years of hard work they've put in. With real-life stories of owners who ventured blindly into the sale of their businesses, this book is the definitive guide on what *todo* and *not to do* when it's time to sell. Monroe shares a lifetime of experience (and honest insights from his own mistakes), so business owners can bypass any mistakes of their own and come out of the sale with the money they deserve in their pockets. Terry Monroe is a professional intermediary who has been the owner of forty different businesses (including ten national franchises), a franchisor of businesses, and a retailer with more than 200 retail locations within the United States and Canada. As president and founder of American Business Brokers & Advisors (ABBA), Monroe has been in the business of establishing, operating, and selling businesses for more than thirty years.

An expert source in the convenience store industry, Monroe writes a routine “Financial Insights” guest column for *Convenience Store News* and has been featured in *CSP*, *CSP Independent*, *CSNews*, *Single Store Owner*, *NPN*, and *National Association of Convenience Store* magazines. He has been written about and featured in *The Wall Street Journal*, *Entrepreneur* magazine, CNN Money, and *USA Today*.

?A past musician of old rock 'n' roll and an airplane pilot, when Terry is not working with his clients, he likes to seek adventures in places such as Mount Kilimanjaro, the rainforests of Costa Rica, and on the Inca Trail. Terry has volunteered in fund-raising efforts for the Children's Hospital of Southwest Florida, Hope for Haiti, Naples Community Hospital, and Duke University cancer research.

## **Selling with Certainty: Straightforward Advice for Cashing In on the Full Value of Your Business Details**

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## **From Reader Review Selling with Certainty: Straightforward Advice for Cashing In on the Full Value of Your Business for online ebook**

### **Jennifer says**

This book talks about selling a business and all the ups and downs of doing so. I found this book to be good information.

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### **Davide says**

This helpful guide to sell your own business can be divided in two sections:  
In the first one the author describes the reasons you want to sell and the reason you don't,  
in the second section he describes in full details the right process you would follow if you want to maximize your result.

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### **Cynthia says**

#### **Good advice**

Good advice for anyone looking to discover and realize the value of their business. Practical ideas for people who are thinking of selling their business.

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### **Dora Okeyo says**

I don't own a business, but I'd love to and this book's got very direct advice on what it means to sell your business and better yet, it starts with you as a person, understanding what you want and how you want to go about it.

Thank you NetGalley for the eARC.

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### **J Bradfield says**

This is a book for anyone that has a business. Whatever generation, you need to know why you may or may not decide to sell. For those reasons alone, get this book.

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### **Kaylee Dolat says**

The advice would have been great if I had been selling a business. I thought that this book was in regards to selling from your business itself and not selling a business in whole.

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