

Book review

Cranes & Access publisher Leigh Sparrow reviews a short publication from the Hire Exchange entitled:

Thinking About Selling Your Business?

10 Things You Should Know (Post Covid-19)

The recently formed Hire Exchange has published this short book on selling an equipment rental business as an introduction to selling a company for those who are considering such a move within the next couple of years or so.

The book is a slender 16 pages and that includes the covers and introduction, so it is not an arduous read, even for those who are not avid readers. It gets better... it is broken down into 10 'one page' chapters or sections. OK chapter five is two pages, but half of the second page is taken up with a picture. And even better, the copy is direct, clear, well laid out and very much to the point, barely a word has been wasted anywhere.

I must declare that I picked up the book - actually I opened the PDF version on the screen - with a certain amount of cynicism. Having sold a fair few companies in my time, as well as having purchased one, I had fairly low expectations and possibly a slightly condescending or patronising attitude. I imagined it would be a tedious run-through of the usual jargon from people who teach rather than do. However, I thought perhaps it might be of some value for readers who own a business but have never sold one before.

However, I could not have been more wrong. The writing is crisp, easy to digest, to the point and very clear. In 10 short chapters it covers everything you need to know of the first stage of considering selling up. While it might not have introduced anything I was not already aware of, it crystallised a good many of the aspects involved in the early stages of selling a company - even for an old cynic like me. It provoked me into thinking about my own business, not that I have any thoughts or plans to

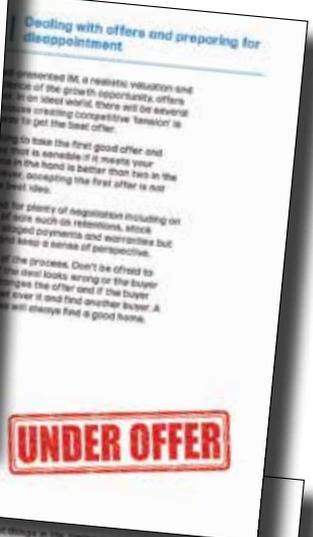
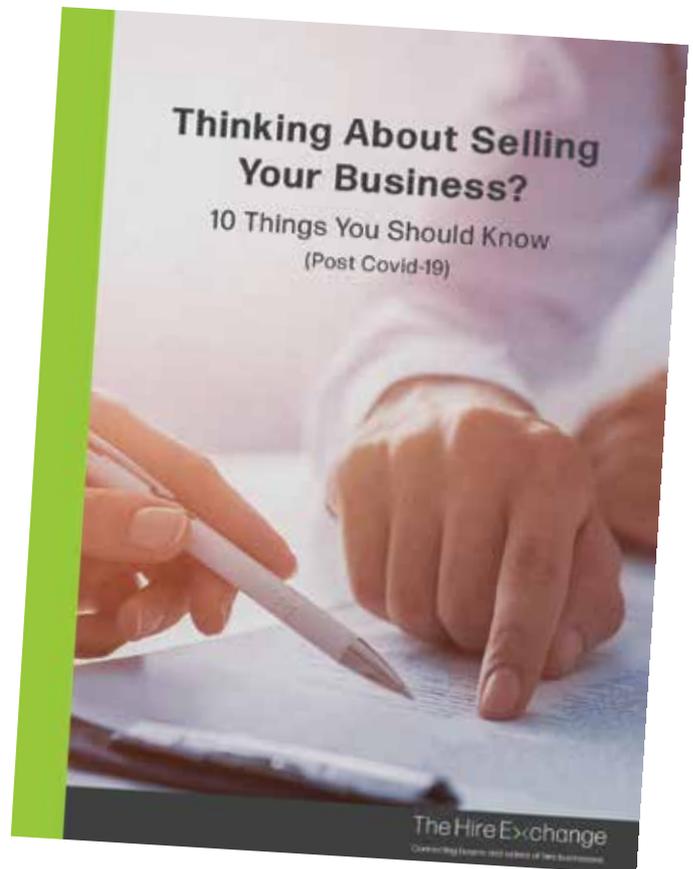
sell up, but just like a really good seminar it makes one think. It would even be a good read for anyone who is at the first stages of starting their own company.

In summary, this is an excellent publication. I would recommend that anyone who owns a company or holds a share in a company, takes 15 minutes to read and digest this guide, even if like me, they have no intention of selling.

A key point the book makes is to plan well ahead and focus on making sure that your business is well organised, open and clean, which will of course also help ensure that it functions better and more efficiently. And then when you do eventually have thoughts of selling up and heading for the beach, you are more likely to experience the easiest and highest priced sale possible in the shortest amount of time.

While it is true that the guide is published by a small group looking for opportunities to help companies buy or sell a hire business, it isn't biased or commercial - apart from a short page at the back introducing the team and explaining what the Hire Exchange does. The advice is sound and straightforward to the extent that if you are thinking about selling up some time in the future you may well find the advice so well presented, that you find yourself giving the guys at the Hire Exchange a call - just for a chat and to learn a little more of course. So, in that respect, perhaps it may be commercial after all, but in a very good way.

You can read or download the book free of charge from www.thehireexchange.co.uk/news or find it in the Vertikal Library www.vertikal.net/en/library



"The nicest thing about not planning is that failure comes as a complete surprise."

Sir John Harvey-Jones
Business leader and broadcaster (1924 - 2008)

