

Choosing a partner not just an advisor

Selling your business is one of the biggest decisions you will ever make and the person guiding you through it matters just as much as the outcome.

In an unregulated market anyone can call themselves an adviser. That is why it is so important to ask the right questions not just the easy ones.

You do not just need a selling agent you need a partner who is honest transparent and committed to your success.

At Hilton Smythe our **Client Charter** is built on four pillars **Honesty, Integrity, Trust and Commitment.**

This checklist is designed to help you identify those same qualities in anyone you choose to work with.

Use it to start confident transparent conversations and find the right partner for your business sale.



The four pillars that define the right partnership

Use these questions to start meaningful conversations and find an adviser who shares your values and commitment to achieving the right result.

Honesty



Straight answers build confidence. The right adviser should be open about how they value your business and what to expect.

Ask:

1. How do you calculate business value and what factors do you consider most important.
2. Can you show examples where your initial valuation matched or closely reflected the final sale price.
3. How do you handle situations where a seller's expectations differ from market reality.

Integrity



You deserve total clarity. Every fee and cost should be explained in full before you agree to anything.

Ask:

4. What are all the fees involved and at what stage are they due.
5. Are there any costs or commitments I should be aware of if my business does not sell.
6. How do your fees align with the results you aim to achieve for clients.

Trust



Selling your business means relying on an expert. You should know who will manage your sale and how they will represent you.

Ask:

7. Who will be my main point of contact and what is their experience.
8. How will you communicate progress and how often can I expect updates.
9. Can you share examples of businesses like mine that you have successfully sold recently.

Commitment



The right adviser is invested in your success, not just the transaction. They should show how they will deliver real results.

Ask:

10. What does success look like to you beyond completing the sale.

How to use this checklist

Use these questions as part of your first conversation with any adviser. The right partner will welcome them and back up their answers with clear evidence and examples.