

Selling a Mastercraft Licenced Business

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MASTERCRAFT KITCHENS

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

40 YEARS Mastercraft

Selling a Mastercraft Licenced Business

Longame

- **You** determine the exit timing of your business, right?
- Not always…..events can happen & timing is forced upon you



- Being prepared for sale at all times is important
- You may not have 3 years to get organised!

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- NSO & Longame have written a guide with four key goals:
    1. Licensees reaping the rewards of years of effort
    2. The group remaining strong with legacy businesses
    3. Achieving a great outcome for all parties
    4. To ensure existing Licensees are protected
- Note
    - You are not selling **your** Mastercraft Licence
    - You are selling an opportunity for the purchaser to secure a **new** Mastercraft Licence

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- **Problems....**
- Being made aware of a pending sale 2 days before unconditional date
- A sale being completed before NSO was advised they were for sale
- Insufficient time to carryout due diligence on purchaser
- Insufficient time to prepare & present a new Licence agreement
- Unnecessary pressure on NSO
- No chance to educate the purchaser on Mastercraft

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- **Solutions....**
- Advise NSO of your intentions **early** (in confidence)
- NSO to meet with prospective purchaser(s)
- NSO to educate the purchaser on the benefits of Mastercraft
- Invitation for purchaser to attend Comms Day
- Sufficient time for NSO to complete thorough due diligence
- Time to prepare and present a new Licence Agreement

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- NSO never involved in your financial or business negotiations
- Guide is now available in Nexus



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