

A talk for your clients on what their business is worth, and how early to plan an exit.

Many SME owners will sell or pass on their business one day, and most start too late. Ben gives this talk at no cost to the host or the audience.

PICK A TITLE FOR YOUR AUDIENCE

1. **What is my business worth, and who would buy it?** For a general SME audience.
2. **Planning your exit: what to fix two to three years before you sell.** For owners in their 50s and 60s.
3. **Pass it down or sell it? Succession choices for family businesses.** For chambers, family-business series and private banks.
4. **Selling an F&B business, a franchise or a manufacturing business.** Industry versions for trade associations.

THE OUTLINE, 45 MINUTES (20 FOR A KEYNOTE)

1. **How buyers price a Singapore SME.** Profit, not revenue. How the multiple works, and why most asking prices miss.
2. **What raises the price and what cuts it.** Owner dependence, clean accounts, customer concentration, the lease, key staff, recurring revenue.
3. **How early to start.** Three years out, one year out and six months out.
4. **How a confidential sale works.** From first conversation to completion, without staff or customers finding out too early.
5. **Questions.**

HOW IT WORKS

Any format

A keynote or panel, a lunch-and-learn, a webinar, or a roundtable for 8 to 15 owners. Online or in person.

In English

Chinese-speaking audiences are welcome to the English talk.

No selling

Nothing sold from the stage. One closing slide with how to reach Ben.

Afterwards

A first view for any attendee who wants one, and a short write-up for your newsletter.

ABOUT THE SPEAKER

Benjamin Tan is the founder of Clearmere (clearmere.com), which helps owners of Singapore businesses doing S\$1m to S\$20m a year prepare for and sell their business. Clearmere is led by the advisory team behind more than 70 owner-operated transactions, helping SME owners buy, sell, raise capital and exit since 2014.



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To book a talk, reply by email or send a WhatsApp. More at clearmere.com/for-advisers