

A STRUCTURED SALE PROGRAM

Exit Program

Preparing founder-led Australian SMEs for a confident, well-supported business sale. One coordinated team across advisory and legal, from first assessment to settlement day.

6-12 MONTH PROGRAM

OVERVIEW

One team for every stage of your sale.

The Exit Program is a structured, retainer-based engagement that takes SME owners through every stage of a business sale, from preparation to completion, delivered by one team spanning advisory and legal. Frank Advisory leads the process end-to-end while Frank Law manages the transaction legal work, so you are not managing separate advisers who are not aligned.

AT A GLANCE

6–12

MONTHS

Typical duration from assessment to settlement

Four phases

STRUCTURE

Sequential, with a decision point at each

One team

DELIVERY

Frank Advisory and Frank Law, together

RISKS WE UNCOVER EARLY, BEFORE A BUYER DOES

- Financial hygiene and EBITDA quality.
- People and key-person risk.
- Customer concentration.
- Legal and compliance standing.
- Corporate governance.

WHY FOUNDERS CHOOSE IT

One coordinated team

Our advisory and legal teams work as a single unit, so there are no multiple firms to juggle.

You decide at every phase

Each phase ends with a decision point. You review and approve before anything proceeds.

Confidentiality protected

All buyer contact routes through Frank Advisory, shielding your team, your trading and your position.

THE OUTCOME

- A realistic, well-supported sale price you can defend.
- Risks identified and managed before due diligence.
- A business presented professionally to the right buyers.
- A founder who keeps clarity, control and their time.

Four phases, each building on the last.

Each phase has a defined objective, a clear deliverable and a decision point before the program moves forward. Nothing proceeds to market until the business and the founder are ready.

01

WEEKS 1-6

Exit Ready Assessment

Assess the financial, legal, compliance, people and governance position. Establish a defensible price range, identify risks before a buyer finds them, and agree the sale strategy.

PRICE RANGE &
STRATEGY

02

WEEKS 5-12

Sale Preparation

Draft a professional Information Memorandum, build a ready-to-open data room, prepare the NDA suite, process letter and heads of terms, and approve the target buyer list.

IM & DATA ROOM
READY

03

MONTHS 3-7

Sale Campaign

Approach a targeted list of qualified buyers, manage NDAs, confidentiality and buyer questions, coordinate management meetings, evaluate offers and secure exclusivity.

PREFERRED BUYER
SIGNED

04

MONTHS 6-12

Transaction & Completion

Coordinate buyer due diligence without surprises, negotiate and execute the Sale and Purchase Agreement, satisfy all conditions precedent, and manage settlement and handover.

COMPLETED SALE

FRANK ADVISORY LEADS

Process, valuation, buyer engagement and due diligence coordination. All buyer communication routes through us.

FRANK LAW DELIVERS

The NDA suite and process letter, then negotiation and execution of the Sale and Purchase Agreement through to settlement.



One team for every stage of your transaction. Frank Advisory and Frank Law work as one team throughout, from the first assessment conversation to settlement day, so you're never left coordinating between separate advisers at the moments that matter most.

An honest view of where your business stands.

If you're considering a sale, we'd welcome the conversation. Contact the Frank Advisory team to arrange an initial discussion.

YOUR TEAM

- **Engagement lead:** a senior Frank Advisory advisor, leading the process end-to-end.
- **Frank Law:** the NDA suite, process letter and the Sale and Purchase Agreement.
- **Frank Capital:** engaged where buyer funding or a vendor facility is in scope.

EMAIL

hey@frankadvisory.com.au

PHONE

02 8607 5037

OFFICE

Level 10, 80 George Street
Parramatta NSW 2150

THE ENGAGEMENT

NATURE

Recurring monthly retainer.

DURATION

Minimum six-month term, typically six to twelve months to completion.

SCOPE

Phases 1 to 3, including weekly Frank Group and founder meetings.

INVESTMENT

\$15,000 per month excl. GST.

DECISION POINTS

One at the end of every phase. Nothing proceeds without your approval.

THE FRANK GROUP

Frank Advisory is part of The Frank Group, a professional services team that delivers legal, corporate advisory and capital services in one place. A team that can deliver end-to-end services, which means you have one relationship for your business needs. It's where business owners go for Frank advice.