Handling Buyer Enquiries

Hillside Landscaping LLC — prepared 29 July 2026

Important

Prepared automatically from information you supplied. All figures are owner-reported and have not been audited or independently verified. ExitKit is not a business broker, a law firm, or an appraiser, and nothing here is legal, tax, accounting, or appraisal advice. Review this document with a licensed attorney and an accountant in your state before relying on it or signing anything. Fields marked [OWNER TO COMPLETE] must be finished by you.

Handling buyer inquiries

Most inquiries you receive will not be from real buyers. That is normal and not a reason for discouragement. Your job in the first exchange is to find out quickly whether someone can actually complete a purchase, before you spend hours or disclose anything confidential. Take everything in writing, keep a record of who you spoke to, and involve your attorney once anyone makes a written offer.

Questions worth asking early

Ask these before sending your full memorandum. A serious buyer will not be offended.

- Are you buying for yourself, or on behalf of someone else?
- Have you bought a business before?
- How do you plan to fund the purchase — cash, a loan, or a combination?
- If a loan, have you spoken to a lender yet, and are you pre-qualified?
- What is your timeline?
- Do you intend to run the business yourself or install a manager?
- What else are you currently looking at?

Signals worth slowing down for

None of these means a person is dishonest. All of them mean go carefully.

- Reluctance to sign a confidentiality agreement before receiving detailed figures
- Pressure to move faster than your attorney is comfortable with
- An offer well above your asking price paired with unusual payment terms
- Requests for your customer list, supplier terms, or staff contacts early on
- Vagueness about how the purchase will be funded
- Wanting to contact your employees or customers before an agreement is signed
- Any request to move money, pay a fee, or use an escrow service they nominate

Protecting confidentiality while you sell

Word getting out before you are ready can cost you staff, customers, and leverage. Use the blind memorandum for first contact, share the full version only after a confidentiality agreement is signed, and keep the sale off email addresses and phones your employees can access. Tell your staff on your own schedule, in your own words, rather than letting them hear it from a supplier.