

Business Broking: Appraise, List and Sell a Business

Value a business properly, protect confidentiality, and get a deal to settlement.

VERTICAL	LEVEL	DURATION	MODULES
Commercial Agents	Advanced	16 hours · 6 modules · 31 lessons	6

Programme overview

For agents moving into business sales — a different discipline from real property, where the asset is cash flow, goodwill and a nervous vendor rather than bricks and mortar. Covers appraisal and valuation methods (capitalisation of earnings, EBITDA multiples, asset-based approaches), normalising the books through add-backs, running a confidential sale process with NDAs and a blind information memorandum, qualifying buyers financially and strategically, coordinating due diligence, assigning the lease, valuing plant, equipment and stock, drafting restraint of trade clauses that actually hold up, and managing a vendor through the emotional weight of selling something they built. Finishes with the contract and settlement mechanics specific to business sale — deferred consideration, stock adjustments, and handover.

What you'll master

- 01 Appraise a business using capitalisation of earnings, an EBITDA multiple and an asset-based approach, and reconcile the three into a defensible price range.
- 02 Normalise a set of financials by identifying and justifying add-backs to arrive at true maintainable earnings.
- 03 Run a confidential sale process from day one, including NDAs, a blind teaser and a full information memorandum.
- 04 Prepare an information memorandum that markets the business without disclosing its identity prematurely.
- 05 Qualify a buyer financially and strategically before releasing sensitive trading information.
- 06 Coordinate a due diligence process that covers financial, legal, operational and staff risk.
- 07 Manage a lease assignment or new lease negotiation as a condition of sale.
- 08 Value plant, equipment and stock separately from goodwill and negotiate their treatment in the contract.

- 09 Draft and negotiate a restraint of trade clause that protects the buyer without being unenforceable.
 - 10 Guide a vendor through the emotional and practical realities of selling a business they built, from listing to handover.
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Skill focus

- Business Appraisal & Valuation
- Confidentiality & Marketing
- Buyer Qualification
- Due Diligence Coordination
- Deal Structuring & Contracts
- Vendor Management

The syllabus

6 modules · one standard

I. 01 · Business Appraisal & Valuation Methods

5 LESSONS

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|----|---|----------------------|
| 01 | The three core valuation methods and when to use each | masterclass · 14 min |
| 02 | Choosing a defensible earnings multiple | masterclass · 13 min |
| 03 | Reconciling three valuation methods into one range | masterclass · 13 min |
| 04 | Industry and risk factors that move the number | reading · 12 min |
| 05 | Knowledge check: Appraisal & Valuation | quiz · 4 min |
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II. 02 · Add-Backs & Normalised Earnings

5 LESSONS

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|----|---|----------------------|
| 01 | What counts as a legitimate add-back | masterclass · 14 min |
| 02 | Where add-back disputes actually happen | masterclass · 13 min |
| 03 | Presenting a normalisation schedule buyers will trust | reading · 12 min |
| 04 | Negotiating disputed add-backs during due diligence | masterclass · 13 min |
| 05 | Knowledge check: Add-Backs & Normalised Earnings | quiz · 4 min |
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III. 03 · Confidentiality, NDAs & the Information Memorandum

5 LESSONS

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| 01 | Why a confidentiality breach can kill the business, not just the deal | masterclass · 13 min |
| 02 | Getting the NDA right before releasing information | masterclass · 13 min |
| 03 | Building an information memorandum that sells without overselling | masterclass · 14 min |
| 04 | A buyer wants trading figures before signing the NDA | scenario · 11 min |
| 05 | Knowledge check: Confidentiality & Marketing | quiz · 4 min |
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IV. 04 · Buyer Qualification & Due Diligence

5 LESSONS

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|----|---|----------------------|
| 01 | Qualifying a buyer's financial capacity before disclosure | masterclass · 13 min |
| 02 | Qualifying fit, experience and intent, not just funds | masterclass · 12 min |
| 03 | Coordinating a due diligence process end to end | masterclass · 14 min |
| 04 | Red flags that surface during due diligence | reading · 12 min |
| 05 | Knowledge check: Buyer Qualification & Due Diligence | quiz · 4 min |
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V. 05 · Lease Assignment, Plant, Stock & Restraint of Trade

5 LESSONS

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| 01 | Assigning or renegotiating the lease as a sale condition | masterclass · 14 min |
| 02 | Valuing plant and equipment separately from goodwill | masterclass · 12 min |
| 03 | Handling stock and the settlement-day adjustment | masterclass · 13 min |
| 04 | Drafting a restraint of trade that will actually hold up | masterclass · 13 min |
| 05 | Knowledge check: Lease, Plant, Stock & Restraint | quiz · 4 min |
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VI. 06 · Contracts, Settlement & Vendor Emotional Management

6 LESSONS

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|----|---|----------------------|
| 01 | How a business sale contract differs from a property contract | masterclass · 14 min |
| 02 | Structuring deferred consideration and vendor finance | masterclass · 13 min |
| 03 | Settlement day: handover, adjustments and go-live | masterclass · 12 min |
| 04 | The vendor gets cold feet the week before settlement | scenario · 11 min |
| 05 | Guiding a vendor through the sale, start to finish | reading · 12 min |
| 06 | Knowledge check: Contracts, Settlement & Vendor Management | quiz · 4 min |
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Important — non-accredited training

The Agent Academy is not a Registered Training Organisation (RTO). This program is professional development designed for elite outcomes and earning potential; it does not issue nationally accredited qualifications, statements of attainment or units of competency. Content is built around real industry practice — completion does not satisfy licensing or registration requirements in any Australian state or territory.

For state licensing pathways (Certificate of Registration in NSW, Agent's Representative in VIC, and equivalents), see theagentacademy.org/licensing. Complete your state requirement first — then train with us.