



Don't Be a Serial Dater When Selling Your Agency

Following the wrong process risks leaving significant value on the table
(and potentially selling to the wrong buyer)

Every year, numerous insurance agency and broker principals attempt to sell their companies by being "Serial Daters".

They are contacted by a potential buyer or solicited by someone who has sold their agency and try to negotiate a deal with one buyer at a time. This is generally a very big mistake.

An agency sold through this method is often sold to the wrong buyer and/or at too low a price.

If the agency is not sold to the first suitor, another prospective buyer steps in and the process continues on and on. Simply stated, this "serial dater" method is the wrong way to sell a business and likely will not yield the maximum result.

The Serial Dater Approach

Negotiate with one buyer, then another and then another.

Seller attempts to evaluate their pro forma earnings for themselves, or worse with the buyer's help, often leading to bad results.

Seller fails to learn the best options for their business.

Open ended process in terms of timing.

No pressure in sale process - buyer in the driver's seat.

The Sica Fletcher Approach

Run a disciplined process where all potential buyers are concurrently included.

SF evaluates the pro forma earnings and uses them in the sale process.

Seller explores all logical options and makes an informed choice.

Rapid process with deadlines leading to a result in a timely manner.

Play offense and not defense - seller and advisor in the driver's seat.



Running the wrong process leads to suboptimal result

Selling to the wrong buyer at the wrong price and terms in an open-ended process with no real time constraints



Running the Sica Fletcher process leads to optimal result

Understanding the best options and selling to the optimal buyer at the best price and terms in a short time frame.

Ready to evaluate your options? Let's talk.

Sica Fletcher is a strategic and financial advisory firm focused exclusively on insurance agents and brokers and related industries.

According to S&P Global, Sica Fletcher has ranked as the #1 advisor to the insurance industry in each of the past several years in terms of the number of transactions closed. Our leadership status is due to our reputation, our best-in-class network of agency and private equity relationships, our unique advisory services model and the quality of advice and transaction execution we provide for our clients.