Checklist · Preparación de Venta (24 meses)

Timeline mes-por-mes de 24 meses pre-venta

Cómo usar: este timeline es para owners planeando venta en 24 meses. Ejecución consistente maximiza sale price + probabilidad de closing. Skip fases = discount material o failed sale. Compartir con team especializado (M&A attorney + transaction CPA + investment banker) para coordination.

	Meses 24-18 · Assessment + team setup
■	Formal business valuation ($10-30K) — establish honest baseline.
■	Readiness diagnostic completado (Recurso 1) — identify gaps.
■	M&A attorney seleccionado + retained.
■	Transaction CPA seleccionado + retained.
■	Investment banker interviewed (finalizes selection at month 6).
■	Wealth advisor consultado sobre post-sale planning.
■	Personal financial plan preliminary: post-sale lifestyle needs quantified.

	Meses 18-12 · Business improvements + cleanup
■	Customer concentration analysis + diversification plan iniciado.
■	Management team assessment + hire gaps si aplica.
■	Financial audits iniciados si no existentes (3 años prior mín).
■	Legal cleanup: contracts review, IP protection, litigation resolution.
■	Documentación de procesos operacionales.
■	Financial systems upgrade si necesario (buyer will scrutinize).
■	Estate planning setup (IDGT/GRAT/FLP) si multi-M inheritance planned.
■	Buy-sell agreement update si multi-partner.

Meses 12-9 · Q of E + investment banker retention

■	Investment banker formally retained (2-5% fee + $25-100K retainer).
■	Quality of Earnings (Q of E) work iniciado con third-party firm.
■	Add-backs identified + documented (increase EBITDA justifiable).
■	Confidential Information Memorandum (CIM) draft.
■	Management presentation deck preparation.
■	Dataroom setup iniciado (secure virtual dataroom).
■	Buyer research: banker identifies universe of 50-200 potential buyers.

Meses 9-6 · Marketing + outreach

■	CIM finalizado + reviewed by attorney (confidentiality críticas).
■	Banker begins confidential buyer outreach.
■	Signed NDAs from interested buyers.
■	CIM distributed to qualified interested parties.
■	Initial buyer meetings iniciados (management presentations).
■	Q of E report finalized.

Meses 6-3 · LOIs + finalist selection	
■	Letters of Intent (LOIs) received from interested buyers.
■	LOI comparison analysis (banker + attorney).
■	2-3 finalists selected.
■	Detailed management presentations to finalists.
■	Best-and-final offers negotiation.
■	Winning bidder selected + LOI signed.

Meses 3-0 · Due diligence + closing	
■	Buyer conducts formal DD (financial, legal, commercial, HR).
■	Dataroom fully populated + buyer team gets access.
■	Purchase agreement drafting + negotiation.
■	Representations + warranties + indemnification terms.
■	Closing conditions verified (regulatory approvals, financing, etc.).
■	Final closing meeting + wire transfer.
■	Transition period plan (owner stays 6-12 meses típico).

Este timeline es ideal — real deals frecuentemente take longer. Buffer 6 meses para unforeseen events (buyer withdraws, financing falls through, unexpected DD issues). Ejecución disciplinada de este checklist maximiza precio + reduces stress + increases closing probability significantly.