

# Seven Steps of Selling an MSP

## 01 Plan, Review & Value Creation

Review phase to ensure no obstacles | Planning and preparation for exit | Value creation activities | Define desired outcomes and next steps



## 02 Route to Market

Direct | Advisor | Broker | Market Place | Network

## 03 Generate Interest

Outreach | Building a market of interested parties | Teaser Document



## 04 Information Memorandum

The IM provides a descriptive snapshot of your business and projected future position. This document's primary purpose is to motivate potential acquirers.

## 05 Offers | Letter of Intent (LOI)

Interested acquirers submit offers and terms via a LOI.



## 06 Due Diligence

DD allows the potential acquirer to take a deeper look at the business. Findings can impact the deal outcome, value offered or structure.

## 07 Complete | Sale & Purchase Agreement (SPA)

Once all parties are happy and agreed on the terms an SPA document is drafted and signed to complete the transaction.



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