

EXIT

How to sell a business fast without giving it away

By Ayodele Olasiji, Optimax Commercial · Updated October 18, 2026 · 2 min read · Online at [optimaxdeals.com/guides/how-to-sell-a-business-fast](https://www.optimaxdeals.com/guides/how-to-sell-a-business-fast)

SHORT ANSWER

To sell a business fast without dropping the price, have two to three years of records ready before the first buyer calls, price it from earnings and comparable sales, go to buyers who already have money or financing lined up, and fix lease or license issues before they stall the closing. Speed comes from preparation and qualified buyers, not from cutting the price.

How to, at a glance

1. Gather three years of returns and current financials first
2. Price it inside the range comparable sales support
3. Fix lease and equipment questions before buyers ask
4. Favor buyers with proof of funds or lender approval
5. Answer due diligence requests the same day

Questions owners ask**How long does it take to sell a small business?**

Often several months from first buyer to closing, longer with bank financing. Ready records and a qualified buyer shorten it.

Should I lower my price to sell faster?

Not first. Fix records, lease and buyer quality first. A lower price does not help if the buyer still cannot get financing.

What does Optimax charge?

3% of the sale price at closing, \$25,000 minimum, nothing upfront and nothing if it does not sell. Buyers also pay Optimax a fee under their own agreement, and both sides are told in writing.

What slows a sale down

- Records that take weeks to pull together.
- A price far above what the earnings support.
- Buyers who have not lined up a loan.
- A lease too short for the buyer's lender, or a landlord who has not been asked.
- Licenses and permits the buyer cannot get in time.

Seven steps to a faster sale

1. Pull two to three years of tax returns, profit and loss statements and bank statements now.
2. List equipment, leases, contracts and licenses in one document.
3. Talk to your landlord about assigning or extending the lease before you list.
4. Set the price from earnings and comparable sales, not from what you need to retire.
5. Go first to buyers who can close: cash buyers and buyers with lender approval.
6. Keep the business running at full speed. A dip during the sale costs you at the closing table.
7. Answer due diligence questions within a day.

Cash buyers versus financed buyers

A buyer paying cash can often close faster because there is no lender review. A buyer with an SBA loan may pay a full price but needs more time and more paperwork. Many sellers take offers from both and weigh price against certainty.

How Optimax speeds it up

Optimax already works with buyers who signed our confidentiality agreement, including cash buyers. We match your business to them directly, with no public listing and no waiting for strangers to find an ad. 3% of the sale price at closing, \$25,000 minimum, nothing upfront and nothing if it does not sell. Buyers also pay Optimax a fee under their own agreement, and both sides are told in writing.

Thinking about selling?

Buyers already signed up and under NDA, including cash buyers. Matched directly, no public listing. 3% at closing, \$25,000 minimum, nothing upfront.

Get a private call back

www.optimaxdeals.com/sell

Get the free seller kit

www.optimaxdeals.com/seller-kit/business

Optimax Commercial · 701 504 8429 · ayo@optimaxdeals.com