

COMPARE

Can you sell your business without a broker?

By Ayodele Olasiji, Optimax Commercial · Updated October 18, 2026 · 2 min read · Online at [optimaxdeals.com/guides/sell-my-business-without-a-broker](https://www.optimaxdeals.com/guides/sell-my-business-without-a-broker)

SHORT ANSWER

Yes, you can sell your business yourself, and you save the broker's fee. You also take on the work: valuing it, finding and screening buyers, keeping it confidential, negotiating, and running due diligence while you still run the business. It works best when you already know a qualified buyer. If you do not, a lower fee broker can cost less than the price you leave behind.

How to, at a glance

1. Price it from owner earnings and comparable sales
2. Use a confidentiality agreement before sharing the name
3. Screen buyers for proof of funds
4. Hire a lawyer for the purchase agreement
5. Consider a broker if few qualified buyers appear

Questions owners ask**Do I need a lawyer to sell my business myself?**

It is wise. A purchase agreement, a lease assignment and a bill of sale carry real risk, and an attorney's fee is small next to the price.

Where do owners list a business for sale themselves?

Online business for sale marketplaces and industry groups. Expect calls from people who are not ready to buy, and screen them before sharing numbers.

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 you take on when you sell it yourself

- Setting a price buyers and lenders will accept.
- Writing the listing and deciding where to advertise it.
- Screening callers so your numbers go only to real buyers, under a confidentiality agreement.
- Negotiating the letter of intent and purchase agreement, with your attorney.
- Answering due diligence requests while still running the business.

Where owner sales go wrong

- Staff, customers or competitors find out from a public ad.
- Hours spent on buyers who never had the money.
- One buyer, so no competition on price.
- A deal that falls apart late over the lease or financing.

Do it yourself, broker, or something in between

	Sell it yourself	Typical broker	Optimax
Fee	None	About 10%, often with a \$10,000 or higher minimum	3%, \$25,000 minimum
Upfront cost	Your advertising	Sometimes	None
Finding buyers	You	The broker	Buyers already under NDA, including cash buyers
Confidentiality	Up to you	NDA process	NDA before your name or address goes out

Typical broker range from the sources listed in [our broker fee guide](#).

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](tel:7015048429) · ayo@optimaxdeals.com