



School Sales Process



The Initial Meeting

Private schools (preschools-colleges) are the only type of company sold by JAG Consulting, and therefore is our specialty. We work with buyers from all over the world. Our buyers are interested in purchasing educational businesses, including schools, programs, and online systems. Additionally, we can assist buyers with financing through SBA funding.

Once we meet with you - our client, and understand your school and your requirements, we will work closely with you to sell your school to a suitable buyer.

No Cost / No Obligation Minimum Value Estimate

We will gladly provide you with a minimum value estimate of the worth of your business before you sign any agreement with us.

Call us with your most recent P&L in-hand, and we will provide you with a basic estimate of your schools' market value in approximately 20 minutes.



Consulting Fee Agreement ("CFA")

We receive your signed and dated CFA. Our consulting fee schedule is as follows:

Consulting Fee Schedule

- \$0-<\$1M 10% (minimum of \$20k)
- >\$1M-\$2M 8%
- >\$2M-\$3M 6%
- >\$3M-\$4M 5%
- >\$4M-\$5M 4%
- >\$5M 3%

Basis

Our consulting fee is based on the final sales price of the school and does not include real estate. If you are selling a school with real estate, we will work with your realtor during the duration of the sale to ensure that the real estate component of the sale is conducted at the same time as the school sale and within the guidelines of your state requirements.

Evaluation



Upon receipt of your CFA, we will provide a more in-depth school listing price evaluation. The evaluation process serves the following purposes:

- a. Determine best listing price of your school
- b. Find the best-selling points of your school
- c. Prepare you for the process of selling your school
- d. Create marketing materials that best represent your school



— Preparation

Once we have received the information we need from you, it will take up to 14 days to prepare a comprehensive sales brochure and presentation deck for your school. We will ask that you provide as much information as possible to help us create the best marketing pieces as possible. Immediately thereafter we will begin introducing your company to select buyers with additional marketing, as needed.

No information will be released to any buyer until they have signed a Non-Disclosure Agreement; thereby ensuring the privacy and discretion necessary to sell your school safely.

All NDA's and your school's information will be kept in a shared google folder for your review.

Timeline

Although we cannot guarantee the sale of any school, below is an estimated timeline to sell a private school based on our experience.



Online Schools (3-6 months)



Brick & Mortar Schools (3-9 months)



Negotiation

We will have a thorough understanding of your school and your requirements. We will attend all calls with prospective buyers and will keep you updated on all the NDA's we receive. We will be particularly effective in the negotiation phase of the process.

We will work closely with you, your attorney, and your accountant to ensure you receive as much money as possible for your company. You are the only one who decides if an offer is acceptable or not. Additionally, we assist with financing for buyers allowing you to receive all cash at closing. If you are also selling property with your school, we will work a real estate agent in your state to assist with that part of the transaction.



Transition

We will guide you through the transition step. It is vitally important that your employees and parents learn of the change in ownership in a controlled environment. We will help you organize your announcement meeting, and we will provide you with the template letters designed to make the sale and transition of your school as comfortable as possible for your staff and parents.

We will also assist with any agencies that you need to inform of the change of ownership (i.e., accreditation agency, SEVIS, BPPE, state agency, etc.)

Closing



Lastly, we will prepare you for closing day. Whether there is a formal meeting to sign the documents or funding is simply wired into your account, we will make sure that nothing is overlooked.

Follow Up

We will follow up with you over the next 3 months to ensure that things have transitioned smoothly and that you have filed the necessary paperwork in the time allotted to inform the agencies required for the change of ownership (i.e., Accreditation, SEVIS, BPPE, etc.) We will also answer any questions you may have during this transition period.



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Because I have personally been through this process when I sold my own private schools, I understand all the phases at a deep personal level.

My team and I am here to support you through this exciting, and sometimes challenging, process of selling your school.

A handwritten signature of Jeannie in blue ink, written in a cursive style.

Contact Details

For Information on selling your
school contact us today



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