



Protecting Confidentiality

There are many ways, techniques, and systems that if carried out will help protect the Seller's (or Buyer's) Confidentiality. A very simple one is to ask the Seller how he would like for you to contact/ communicate with him during the marketing of his business. I have found that many sellers would prefer I not call the business during operating hours. After a few calls, from the same individual, employees often get suspicious. And, many businesses have caller ID on the phone lines. Often the seller will request to be called at home or on his cell phone. The Seller may also want written materials mailed to his home address and not the business. Some assistants, as part of their job, routinely check, sort, and some times open the mail each day. A letter containing information about the potential sell of the business might be a big surprise and breach in confidentiality. And, make sure that the seller's email address is one that only he can retrieve.

As they say, "It never hurts to ask." During first meeting with the seller or initial telephone contact, ask the seller how he would like for you to communicate with him.