



Retail, Restaurants, Hospitality Seller Guide

Our Mission

Promoting growth in Eastern North Carolina and beyond by connecting transitioning business owners with qualified, passionate buyers, facilitating successful sales, and enriching the communities we serve.

For a confidential consultation, contact our team, Transworld Business Advisors Eastern NC.



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transworldeast.com



Your Success is Our Success

Transworld Business Advisors is the largest and fastest growing Business Brokerage and merger & acquisition (M&A) company in the world, as we have over 400,000 qualified buyers in our system looking for good businesses to purchase, over 250 offices worldwide and over 6,000 active business listings each day.

We are a team of 12 that live, work, and play here in Eastern, NC. Although focused on Eastern North Carolina, we do engagements nationwide and internationally.

We help both buyers and sellers fulfill the American dream of business ownership.



Selling Your Business is Our
Business.

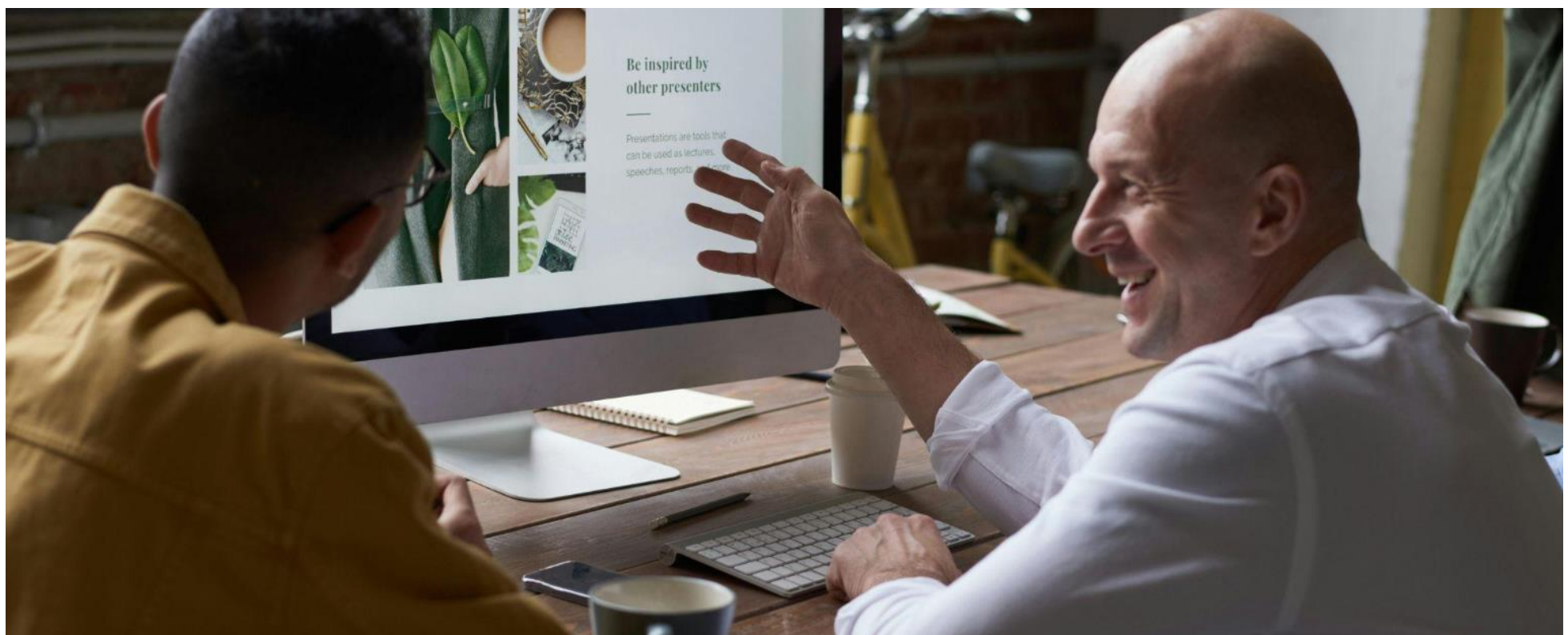
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Retail, Restaurants, Hospitality Business Seller Guide

These three industries, often intertwined, directly serve consumers and shape their experiences. Here's a glimpse into each:

Retail: This sector encompasses the sale of finished goods to consumers. It includes everything from brick-and-mortar stores and online retailers to specialty shops and convenience stores.

Restaurants: This industry focuses on preparing and serving food and beverages to customers. It covers a wide range, from fine dining establishments to fast-food chains, cafes, and food trucks.

Hospitality: This broad sector provides services related to travel and accommodation. It includes hotels, resorts, vacation rentals, convention centers, and event planning services.

Key Similarities:

Customer Focus: All three industries prioritize customer satisfaction and strive to create positive experiences.

Location Matters: Location plays a significant role in success. For retail and restaurants, high-traffic areas are desirable, while hospitality businesses often consider proximity to tourist attractions or business districts.

Adaptability: These industries are constantly evolving to keep pace with changing consumer trends and preferences.

Key Differences:

Product vs. Service: Retail focuses on selling tangible products, while restaurants and hospitality provide services. However, there's often a blend, with restaurants offering ambiance and hospitality elements, and retailers creating a curated shopping experience.

Inventory Management: Retailers need to manage inventory levels and ensure they have the right products in stock. Restaurants have a different focus, managing food spoilage and maintaining fresh ingredients. Hospitality businesses manage room availability and guest services.

Perishability: Restaurants manage the perishability of food ingredients, requiring careful planning and inventory control. Hospitality businesses manage perishable inventory to a lesser extent, but factors like seasonality can affect occupancy rates.

Overall importance:

These industries are crucial for the global economy, employing millions and driving consumer spending. They play a significant role in shaping our communities, providing essential services, and creating jobs. As technology and consumer preferences evolve, these sectors will continue to adapt and innovate to meet the ever-changing needs of the market.

Selling a retail business involves several unique considerations that are essential for ensuring a successful and profitable transaction. Here are some key factors to keep in mind:

Valuation of the Business

Inventory Valuation: Assessing the value of inventory accurately, considering seasonal fluctuations and obsolescence.

Tangible Assets: Valuing physical assets such as furniture, fixtures, and equipment (FF&E), and property.

Intangible Assets: Valuing intangible assets like brand reputation, customer loyalty, and proprietary technology.

“Transworld brought us multiple buyers and before long we found the right one. Couldn’t be more pleased with their representation.”



Financial Performance

Profit and Loss Statements: Detailed and accurate financial statements to demonstrate profitability.

Cash Flow Analysis: Demonstrating consistent and positive cash flow.

Sales Trends: Highlighting sales trends, including peak seasons and slow periods.

Market Position and Competitive Landscape

Location: The importance of location in retail cannot be overstated; prime locations usually attract higher offers.

Competition: Understanding the competitive landscape and how the business differentiates itself.

Customer Demographics: Detailed knowledge of customer demographics and purchasing behaviors.

Operational Considerations

Staffing: The impact of staff on operations, including key personnel and management.

Supplier Relationships: Strong relationships with reliable suppliers and favorable terms.

Operational Efficiency: Streamlined operations and efficient inventory management systems.

Legal and Regulatory Issues

Licenses and Permits: Ensuring all necessary licenses and permits are current and transferable.

Leases: Reviewing lease agreements for transferability and terms.

Compliance: Ensuring compliance with local, state, and federal regulations.

Marketing the Business

Confidentiality: Maintaining confidentiality to protect the business and prevent disruption.

Sales Channels: Using appropriate channels to market the business to potential buyers.

Professional Advisors: Engaging business brokers, accountants, and legal advisors to facilitate the sale.

Negotiation and Closing

Buyer Qualification: Vetting potential buyers to ensure they have the financial capability and intent to purchase.

Deal Structure: Deciding on the structure of the deal, including payment terms, seller financing, and earn-outs.

Transition Plan: Developing a transition plan to ensure a smooth handover to the new owner.

Post-Sale Considerations

Non-Compete Agreements: Ensuring non-compete clauses are in place to protect the business post-sale.

Customer and Supplier Communication: Communicating the sale to customers and suppliers appropriately.

Staff Retention: Implementing strategies to retain key staff after the sale.

Each of these factors requires careful consideration and planning to maximize the value and ensure a successful sale of the retail business.

Restaurant Industry Considerations

Selling a restaurant business involves several unique considerations that distinguish it from other types of businesses. Here are some key aspects to keep in mind:

Licensing and Permits

Health Permits: Ensure that all health permits are current and comply with local health regulations. The buyer will need to transfer these permits.

Liquor Licenses: If your restaurant serves alcohol, the liquor license will need to be transferred to the new owner, which can be a complex process.

Business Licenses: Verify that all business licenses are current and transferable.



Lease Agreements

Lease Transfer: Review the terms of your lease agreement and ensure that it can be transferred to the new owner. Long-term, favorable lease terms can be a selling point.

Landlord Relations: Maintain a good relationship with the landlord, as their approval may be required for the lease transfer.

Financial Performance

Revenue Streams: Provide a detailed breakdown of revenue streams, including dine-in, takeout, delivery, and catering services.

Seasonality: Highlight any seasonal trends in revenue and how they are managed.

Profit Margins: Demonstrate consistent profitability and control over food, labor, and overhead costs.

Operational Efficiency

Standard Operating Procedures (SOPs): Document all SOPs, including recipes, inventory management, and employee training. This ensures a smooth transition.

Technology: Highlight any technology used, such as POS systems, reservation systems, and delivery platforms.

Customer Base and Reputation

Loyal Customer Base: Provide information on your customer demographics and loyalty programs.

Online Presence: Emphasize your online reputation, including reviews on platforms like Yelp, Google, Trip Advisor and social media.

Brand Recognition: If the restaurant has a strong brand or unique concept, this can be a significant asset.

Menu and Concept

Signature Dishes: Highlight popular menu items and any unique aspects of your menu.

Adaptability: Demonstrate the potential for menu adaptation and innovation.

Dietary Considerations: If applicable, emphasize any accommodations for dietary restrictions, such as gluten-free, vegan, or allergen-friendly options.

Staff and Management

Experienced Staff: Highlight the experience and qualifications of key staff members and management.

Retention Plans: Provide information on employee retention plans and incentives to keep key staff after the sale.



Inventory and Equipment

Equipment Condition: Ensure all kitchen equipment is in good working order and provide maintenance records.

Inventory Valuation: Conduct a thorough inventory audit and provide an accurate valuation of food and beverage stock.

Marketing and Advertising

Marketing Strategies: Share successful marketing strategies and campaigns that have driven business growth.

Community Engagement: Highlight involvement in the local community and any partnerships with local businesses or events.

Compliance and Safety

Health and Safety Compliance: Maintain up-to-date health and safety records, including inspections and compliance reports.

Fire and Safety Codes: Ensure compliance with fire safety codes and regulations.

Financial Documentation

Detailed Financial Records: Provide comprehensive financial statements, including profit and loss statements, balance sheets, and tax returns.

Cash Flow Analysis: Offer a detailed analysis of cash flow, highlighting any seasonal fluctuations.

Market Conditions

Competitive Landscape: Analyze the local market and competition, identifying strengths and opportunities.

Location: Emphasize the benefits of the restaurant's location, such as foot traffic, visibility, and accessibility.

Intellectual Property

Recipes and Trademarks: Protect and document any proprietary recipes, trademarks, or trade secrets.

Transition Plan

Owner Transition: Develop a transition plan that includes training for the new owner, introductions to suppliers, and key client relationships.

Continuity: Ensure continuity in service and quality during the transition period.

By addressing these unique considerations, you can better prepare your restaurant business for sale, making it more attractive to potential buyers and increasing the likelihood of a successful transaction.

Hospitality Industry Considerations

Selling a hospitality business, such as a hotel, restaurant, or resort, involves several unique considerations compared to other types of businesses. Here are some key factors to keep in mind:

Financial Performance and Documentation

Detailed Financial Records: Buyers will want to see clear and detailed financial statements, including profit and loss statements, balance sheets, and cash flow statements.

Revenue Streams: Highlight diverse revenue streams (e.g., room bookings, food and beverage sales, events, etc.).

Seasonality: Account for any seasonal fluctuations in revenue and expenses.

Valuation

Real Estate Value: If the business owns property, its value needs to be appraised separately.

FF&E: Furniture, Fixtures, and Equipment must be valued, as they can represent significant assets.

Goodwill and Brand: Intangible assets like brand reputation, customer loyalty, and goodwill should be considered in the valuation.



Licenses and Permits

Transferability: Ensure that all licenses and permits (e.g., liquor licenses, health permits) can be transferred to the new owner.

Compliance: Verify that the business complies with all local, state, and federal regulations to avoid legal issues during or after the sale.

Contracts and Agreements

Supplier and Vendor Contracts: Review and disclose all ongoing supplier and vendor contracts.

Franchise Agreements: If the business is a franchise, understand the terms and conditions for transferring the franchise agreement.

Leases: If the property is leased, review the terms of the lease and discuss transferability with the landlord.

Operational Continuity

Staff Retention: Consider strategies for retaining key staff, as their experience and relationships can be crucial to the business.

Customer Transition: Develop a plan to ensure a smooth transition for regular customers to maintain loyalty and minimize disruption.

Market Position and Competition

Market Analysis: Provide a detailed analysis of the market, including competition and growth potential.

Customer Base: Highlight the business's target demographic and customer base.

Marketing the Sale

Confidentiality: Maintain confidentiality to prevent disruption to staff and customer relations.

Professional Brokers: Consider hiring a business broker with experience in the hospitality industry to reach a broader audience and navigate the complexities of the sale.

Due Diligence

Thorough Preparation: Prepare for the buyer's due diligence process, which will include an in-depth examination of financials, operations, and legal compliance.

Disclosure: Be transparent about any potential liabilities or issues to avoid problems later in the process.

Legal and Tax Considerations

Legal Structure: Ensure the business's legal structure is optimized for sale.

Tax Implications: Understand the tax implications of the sale for both the seller and the buyer and plan accordingly to minimize tax liability.

Post-Sale Transition

Transition Plan: Develop a comprehensive transition plan to assist the new owner in taking over operations smoothly.

Training: Offer training and support during the transition period to ensure the new owner is fully prepared to manage the business.

By addressing these unique considerations, sellers can enhance the attractiveness of their hospitality business to potential buyers and facilitate a smooth and successful sale.

Transworld Business Advisors – Eastern NC

Is it time to sell your retail, restaurant, or hospitality business? If so, Transworld Business Advisors of Eastern NC can help guide you through the process from start to finish. Give us a call at (252) 275-8026 to find out how we can help with your business transition needs.





The Ultimate Seller Guide

As a professional business brokerage firm, our primary concern is confidentially selling your business, or helping you identify an acquisition opportunity.

We do the hard work of positioning and marketing the business, screening and qualifying the right buyers or sellers, and then guiding you through the sales or buying process, all while maintaining confidentiality until you are ready to disclose the sale or acquisition to employees, customers, and vendors.

Confidentiality

How do I maintain confidentiality?

Confidentiality is vital in the business transaction process. Until the owner is ready to disclose the sale, no information about the business – the name, location, or other distinctive items, - is released until a buyer is vetted and signs a non-disclosure agreement (NDA) making it illegal to disclose confidential information about the business.

When should I tell my customers, employees and/or vendors that I'm selling?

Most business owners choose not to disclose the sale until later in the process to prevent potential disruption to the business. We can provide guidance on when to inform key individuals as the deal progresses.





How do you maintain confidentiality if you're listing the business on websites?

We do not disclose the name of the business and in most cases, the address on websites or online advertisements.

Are potential buyers required to maintain confidentiality?

We require all buyers interested in learning details about the business to sign a non-disclosure agreement (NDA) making it illegal to disclose confidential information about the business.

What if one of my competitors inquiries about my business? Are you going to provide my financials to them?

As part of maintaining confidentiality during the sales process, we will discuss any specific individuals or entities you prefer not to be notified about the potential sale of your business.

Clean Financials

What is meant by "clean financials?"

In the world of business, having "clean financials" refers to financial records that are well-maintained and up-to-date. There are four key characteristics of clean financials:

Accuracy: The information in the books needs to be factually correct. This means there are no errors or mistakes in the recorded income, expenses, assets, or liabilities.

Timeliness: The books should be updated regularly, reflecting the most recent financial activity of the business. Ideally, this is done at least monthly, but some businesses may need more frequent updates.





Organization: Clean books are easy to understand and navigate. This means they are well-organized and categorized in a way that makes sense for the business and allows for easy retrieval of information.

Co-Mingling of Accounts: It's imperative that there's no co-mingling of accounts, meaning that the funds from a business should be maintained in accounts that are separate from personal funds or funds from another business.

Clean financials are essential for a healthy business because they provide a clear picture of the company's financial health. This information is crucial for making informed decisions about the business and for interactions with external parties such as:

Business broker: In order to correctly value your business, as well as market it, brokers will need to have a clear understanding of the financial statements.

Buyers: If you're looking to sell, potential buyers will want to see clean books to assess the financial viability of your business.

Lenders: When applying for a loan, lenders will require clean books to determine your credit worthiness.

Tax authorities: Accurate financial records are essential for filing your taxes correctly and avoiding any penalties.





How do I “clean” financial statements?

To ensure “clean” financial statements and to facilitate a smoother business sale, involving a qualified accountant to prepare and review financial statements is highly recommended. This enhances the credibility and reliability of your financial picture for potential buyers.

What financials do I have to provide to you?

Typically, when speaking of “financials” it refers to the businesses’ income statements, balance sheets, tax returns, and accounts payables and accounts receivable records for the prior three years.

Who will see my financials?

To ensure confidentiality, information about this sale is only shared with those directly involved and potential buyers who sign a non-disclosure agreement (NDA) and have been properly vetted.

We have some personal vehicles in the business, what do we do about those?

A clear distinction can be drawn between personal and business assets. Items intended for personal use should be excluded from the business transaction through prior designation.





We received Paycheck Protection Program (PPP) loans or Economic Injury Disaster Loan (EIDL) money, do we need to pay that back?

PPP Loans (the full principal amount and any accrued interest) may be fully forgiven. Prior to selling the business, proof will need to be provided to a buyer that the PPP loan has either been forgiven or paid off. An EIDL cannot be forgiven therefore its associated debt must be accounted for in the sales process.

Key Employee

I want to ensure the long-term care of a key employee. What can I do to ensure this?

While the new owner ultimately decides the future of the workforce, retaining key employees is crucial for continued success. New owners often recognize the value of the existing team and actively work to keep them on board. Former owner's guidance can be valuable during this transition, and strategies like retention bonuses and employment contracts can incentivize key talent to stay.





Working Capital

What is working capital?

Working capital in a business sale refers to the amount of a company's short-term assets that are available to cover its short-term liabilities at the time of the sale. It is a key financial metric used to evaluate the liquidity and operational efficiency of the business. When selling a business, working capital is often a crucial component of the transaction, as it ensures that the business can continue to operate smoothly and meet its immediate financial obligations.

Role of Working Capital in a Business Sale

Valuation: Working capital is a critical factor in determining the value of the business. Buyers need to know that the business has enough liquidity to continue operations without immediate financial strain.

Negotiations: The level of working capital is often a point of negotiation. Sellers may need to leave a certain level of working capital in the business as part of the sale agreement.

Adjustments: In some transactions, a working capital adjustment may be included in the sale agreement. This ensures that the buyer receives a business with the agreed-upon level of working capital at closing. If the working capital at closing is different from the target amount, the purchase price may be adjusted accordingly.





Due Diligence: Buyers will conduct due diligence to verify the working capital levels and assess whether the business has sufficient resources to cover its short-term liabilities and operational needs.

Operational Continuity: Ensuring an adequate level of working capital helps maintain operational continuity post-sale, reducing the risk for the buyer.

Considerations for Working Capital in a Sale

Target Working Capital: Establishing a target working capital amount based on historical data and industry norms.

Seasonal Variations: Accounting for seasonal fluctuations in working capital needs, particularly for businesses with cyclical sales patterns.

Exclusions: Identifying any unusual or non-operating items that should be excluded from the working capital calculation.

Transition Period: Ensuring a smooth transition of working capital management from seller to buyer.

Why is Working Capital Important?

Working capital is a vital aspect of a business sale that affects valuation, negotiations, and the overall financial health of the business being sold. Properly managing and presenting working capital can significantly impact the success of the transaction.





Who provides the working capital?

For “mainstreet” businesses (revenue of less than \$1M/year), typically working capital will be included in the business loan – either as a line of credit (LOC) with the lender or a defined amount added to the loan. For larger businesses, the expectation is that the owner will leave a sufficient amount of working capital in the business at the point of sell.

Understand the Value of Your Assets

How does the amount of physical assets such as tools, equipment and vehicles impact the value of my business?

The amount and type of physical assets your business owns can impact its value, but the effect can be positive or negative depending on the context. Here's a breakdown of how it influences business valuation:

Positive Impact:

Essential Assets: If your business relies heavily on specialized tools, equipment, or vehicles to function, keeping them in good condition and sufficient quantity demonstrates a turnkey operation. This means a new owner can step in and continue operations without needing significant additional investment in equipment. This can be attractive to buyers and increase the value.





Well-maintained Assets: Assets that are well-maintained and up-to-date show the business has been invested in and cared for. This can improve buyer confidence and potentially lead to a higher valuation.

Owned vs Leased Assets: Owning essential equipment, especially if it's specialized, can be seen as an advantage compared to leasing. It gives the business more control and avoids ongoing lease payments.

Negative Impact:

Overabundance of Assets: Having an excessive amount of equipment or vehicles, especially if some are underutilized, can be a red flag to potential buyers. It might indicate inefficiency or a lack of proper management. It also increases storage and maintenance costs.

Obsolete Assets: Outdated equipment that is nearing the end of its useful life can be a burden for a new owner. The buyer might need to factor in replacement costs, which could decrease the offered price.

Specialized Assets: Highly specialized equipment or vehicles can be a double-edged sword. While they might be essential for your business, they might limit the pool of potential buyers if they can't be easily used in other businesses.





Here are some additional factors to consider:

Industry: The impact of physical assets can vary depending on the industry. For example, a restaurant company relies heavily on its equipment, while a professional services company might not.

Condition of Assets: The age, functionality, and overall condition of the assets significantly affect their value.

Equipment included in the sale: It is assumed that all assets that are required to continue the operation of the business will transfer with the sale.

Equipment Value: Typically, an estimated market value of the equipment will be used. However, if required, a formal appraisal can be completed.

Overall, the key is to have the right amount of the right assets in good condition for your business operations. An excessive amount, outdated equipment, or overly specialized tools can be a drag on valuation.

Understand the Value of Your Inventory

Inventory plays a significant role in the valuation of your business, but its impact can be good or bad. Here's how inventory levels can affect your business value:





Positive Impact:

Adequate Inventory: Having enough inventory to meet customer demand is crucial. A sufficient stock ensures smooth operations and avoids stockouts that can lead to lost sales and customer dissatisfaction. This can be seen as a positive for the business and potentially increase its value.

Favorable Inventory Turnover: Inventory turnover ratio measures how efficiently your business sells and replaces its inventory. A healthy turnover rate indicates strong demand for your products and efficient management of stock. This can be attractive to buyers and potentially lead to a higher valuation.

High-Value Inventory: If your inventory consists of items with high margins or those that are in high demand and difficult to obtain, it can be seen as an asset. This type of inventory can add value to the business.

Negative Impact:

Excess Inventory: Having an excessive amount of inventory can be a major turnoff for potential buyers. It ties up valuable capital that could be used for other purposes, like marketing or expansion. Excess inventory also incurs storage and management costs, further reducing profitability.





Obsolete or Slow-Moving Inventory: Inventory that is outdated, damaged, or not selling well is a liability. A new owner will likely need to discount or dispose of this inventory, which reduces the overall value of the business.

Unpredictable Demand: If your business has highly seasonal or unpredictable demand for products, it can be challenging to maintain optimal inventory levels. This can lead to either stockouts or excess inventory, both of which can negatively impact valuation.

Here are some additional factors to consider:

Industry: The impact of inventory levels can vary depending on the industry. For example, a retail store will typically have a higher inventory turnover rate compared to a manufacturer of custom furniture.

Cost of Inventory: The cost of holding inventory can vary depending on the type of product. Perishable items or those with high storage requirements will have a greater impact on cash flow than non-perishable items with a long shelf life.

In conclusion, having a well-managed inventory with the right amount of the right products is essential for a healthy business and a positive valuation. Excessive, outdated, or slow-moving inventory can be a financial burden and decrease the value of your business in the eyes of potential buyers.





Real Estate

I currently own the real estate but want to keep it. Can I just sell the business?

If you own the real estate, as part of the pre-screening and valuation of the business, we will evaluate the possible options for its use and provide recommendations. Regardless of the recommendations, retaining ownership of the real estate is always an option, and may be the preferred option of the buyer. With leasing, businesses benefit from fixed monthly costs and the absence of major maintenance or repair responsibilities. Leasing also offers the advantage of access to prime or strategic locations that may be too expensive to purchase.

How does the lease agreement of my space affect the sale?

If present, the lease is an integral part of the business sale process. Dealing with the landlord or transferring the lease can be one of the two biggest deal killers when selling your business, the other being your financials. That's why it pays –literally and figuratively — to handle the assignment or transfer of your lease properly.

Working With a Business Broker

A business broker can be a valuable asset in successfully completing a business sale. Here's how they can contribute to a smooth and potentially more profitable transaction:





Confidentiality: As previously discussed, maintaining confidentiality during a sale is important. A broker can manage the sales process discreetly, keeping your business operations and the potential sale under wraps until a deal is finalized.

Valuation Expertise: Business brokers can help you accurately determine the most probable selling price of your business. This is crucial to avoid undervaluing your company or pricing yourself out of the market.

Marketing and Negotiation: Brokers are skilled at marketing your business to potential buyers in a way that highlights its strengths and attracts the right kind of interest. They can also handle negotiations on your behalf to ensure you get the best possible price and terms.

Finding Qualified Buyers: A good broker has a network of pre-vetted potential buyers looking for businesses like yours. This can significantly expand the pool of interested parties compared to trying to find buyers yourself. Good brokers will also screen the buyers to determine if they are qualified financially and will be a good fit for your business.

Due Diligence: The due diligence process, where potential buyers examine your business in detail, can be complex and time-consuming. A broker can help you prepare for this process and manage the flow of information to potential buyers.





Streamlined Process: Selling a business involves a lot of paperwork and legal steps. A broker can handle the administrative burden, freeing you to focus on running your business until the sale is complete.

Emotional Detachment: Selling a business can be an emotional process. A broker can act as an objective intermediary, helping you navigate the sale with a clear head and focus on achieving your goals.

Here are some additional benefits of using a business broker:

Access to Expertise: Brokers have experience in dealing with various business types and market conditions. They can provide valuable insights and guidance throughout the sales process.

Reduced Stress: Selling a business can be stressful. A broker can take care of many of the details, allowing you to focus on other aspects of your life.

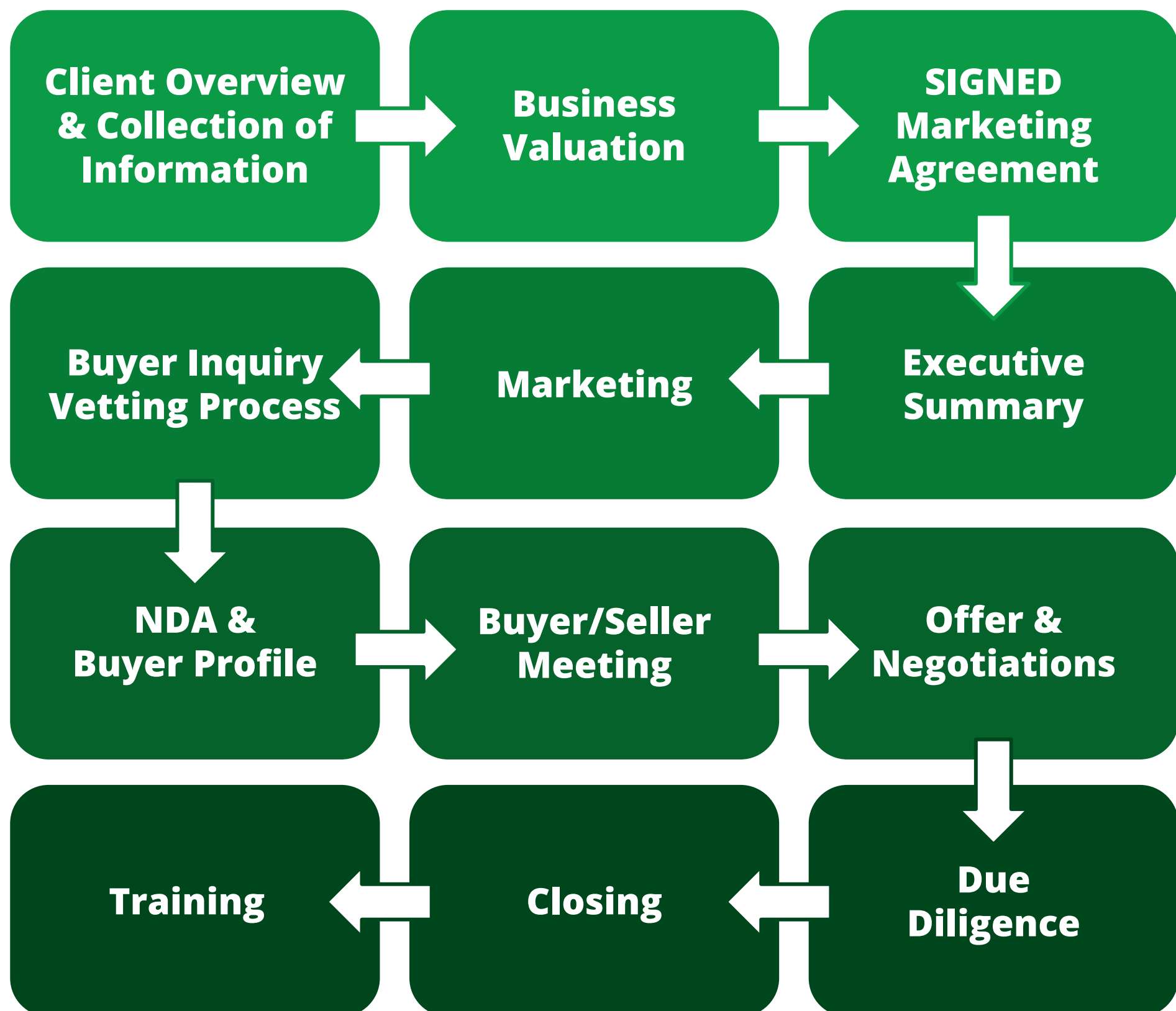
Increased Success Rate: Statistics suggest that businesses sold through brokers tend to command higher prices and close deals faster compared to those sold by owners themselves.

Ultimately, the decision of whether or not to use a business broker depends on your individual circumstances and needs. If you're looking for a smooth, efficient, and potentially more profitable sale, then a qualified broker can be a valuable asset.





“Following a tried and true process is crucial. It’s the proven roadmap for success. Minimizes risks and increases the likelihood of achieving desired outcomes.”





Selling Your Business is Our
Business.

Transworld Business Advisors – Eastern NC

“Our success isn't about closing deals; it's about understanding our clients on a personal level—their business, their goals, their aspirations, and the legacy they've built.”

Is it time to transition your business? If you are thinking about your exit, Transworld Business Advisors of Eastern NC can help guide you through the process from start to finish. Give us a call at (252) 275-8026 to find out how we can help with your business transition needs.



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