business for sale

List Your Business in December to Get More Views

If you are thinking of selling your business, then you shouldn't wait for the New Year to list your business on a business brokering platform.

Published on: **7th October 2025**
Author: **Bronwen Barnard**

List Your Business in December to Get More Views

If you are thinking of selling your business, then you shouldn't wait for the New Year to list your business on a business brokering platform. Now is as good a time as any, if not a better time to list your business. In this article, we will discuss why listing your business in December is a good idea and what you will need to ensure you sell quickly.

Why Listing Your Business in December is a Good Idea

While it might seem counterintuitive, listing the business you want to sell in December is a fantastic idea! This is a time of year when business-minded individuals slow down; however, they do not stop. In December, potential buyers have more time to spend looking for new business opportunities. During this time, they will be browsing their preferred listing platforms in search of their next venture, which means there will be more eyes to view your listing. Potential buyers will also take the time to get their ducks in a row so that they may start the New Year with a bang and purchase their new business.

Standing Out Among the Crowd

As December is a good time to list your business, there will be lots of competition on listing platforms. Therefore,

it is important that you as a seller do everything you can to ensure your business stands out from the rest of the crowd.

- **Get a Business Valuation**: It is important to ensure that you invest in and receive an accurate business valuation. You will then have a clear idea of what your business is truly worth and avoid having a buyer lowball you when making an offer. It is important that you as the seller remain emotionally unattached through this process as one's love for a business can often cloud the true worth of your business. If you list your business at a price that is too exorbitant you might end up never selling. Business for Sale is able to perform business valuations, so that you may have an exact idea of your business's worth.
- **Get Your Financials in Order**: Once a buyer is interested in your business they will want an in-depth look at the financials of your business. Buyers want to know what they are getting themselves into and what their expenses might be in order to improve or maintain the success of a business. It is important that you have this information on hand, as a waiting period might lead to a buyer losing interest.
- **Prepare Documentation**: There is a lot of documentation involved when selling a business. It is therefore important that you ensure you have all of the necessary documentation ready to seal the deal as soon as possible. A listing platform such as Business for Sale will be able to assist you in getting all of the relevant documentation ready for your sale.

Contact Business for Sale to find out more about how to improve your odds of selling your business.