

# **Marketing Your Business - *CONFIDENTIALLY***

**Confidentiality:** Most business owners choose to market their business confidentially. At ALLIANT ADVISORS we require that each potential buyer sign a Confidentiality Agreement prior to our releasing any information about your business. In addition, all prospects must submit personal or corporate financial statements before we reveal any specifics. We will only bring you “qualified buyers”!!

**Marketing:** Our business marketing professionals have years of experience marketing businesses confidentially. ALLIANT will use a combination of; print media, trade publications, internet marketing, direct mail and telemarketing. The advertising will describe enough about your business to understand what you do without disclosing who you are.