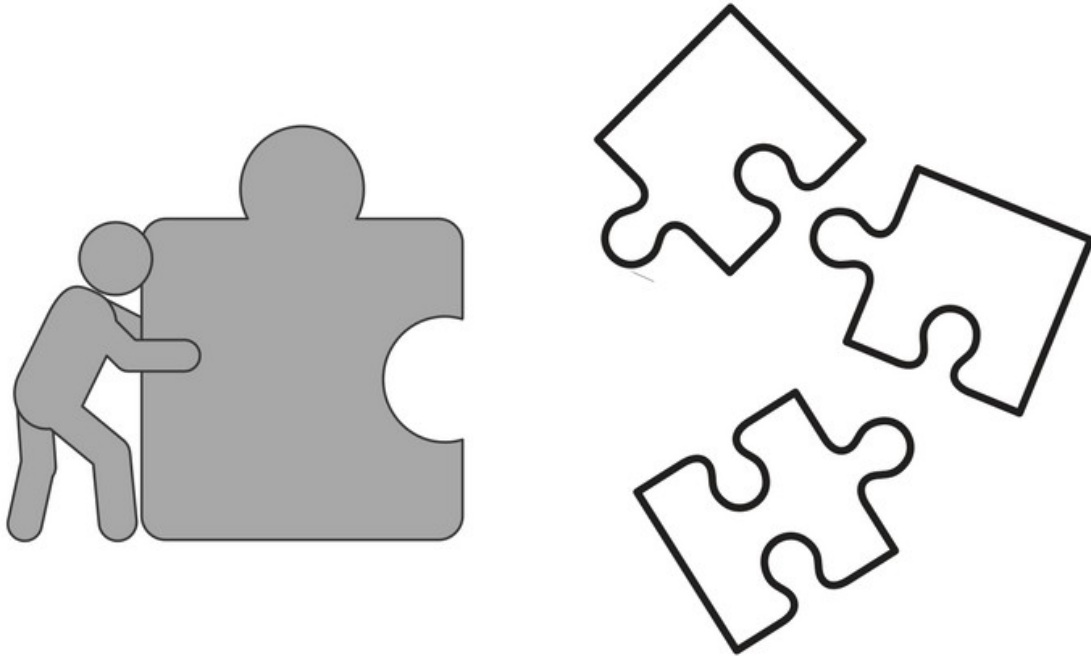


# How to Choose a Business Partner

Choosing the right business partner is critical to your business. A strategic partnership should be mutually beneficial: a win-win for you and your partner. You and your partner(s) should have different skills and expertise, and bring different benefits to the business and your customers.



## Consider Your Options

- ☐ Evaluate what each of you bring to your customers and the business.
- ☐ Do you share the same business goals and family values?
- ☐ Does your potential partner share your personal values and work ethic?
- ☐ Perform your due diligence: is your potential partner financially stable, are they involved in any lawsuits or legal liabilities, do they have a good reputation in the community?
- ☐ Establish your bottom line, deal or no deal. Know when to walk away: not every partnership, or potential partnership, will succeed.

## Once You've Chosen a Business Partner

- ☐ Make it formal. Put your agreement in writing with the help of an attorney so there are no questions about profits, decision making or percent of ownership.
- ☐ Be honest. Set up a regular communication channel, such as monthly meetings, to discuss the business and evaluate the partnership.
- ☐ How will disputes be resolved?
- ☐ Can you buy out your partner or change ownership percents?
- ☐ Under what criteria can the partnership be dissolved?

