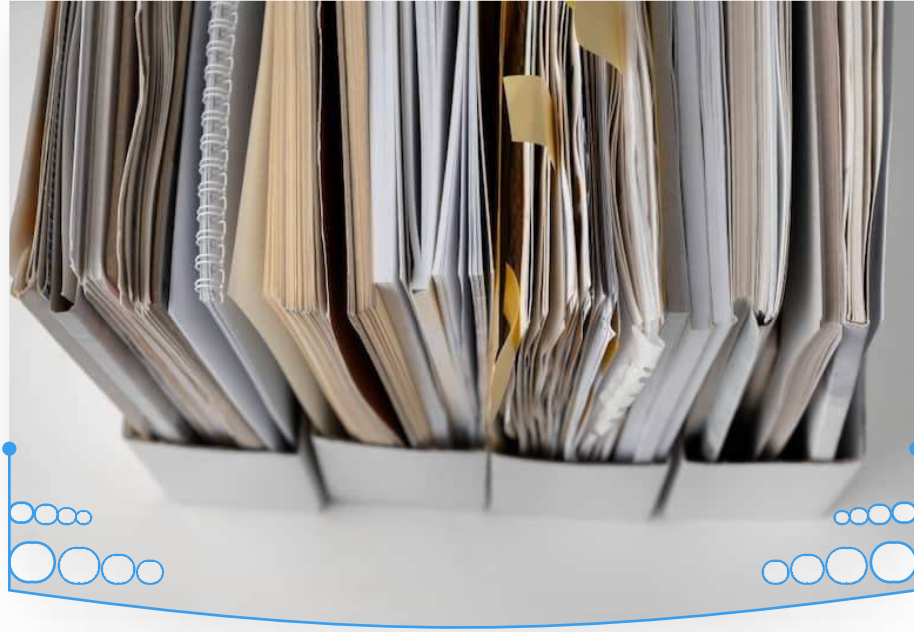


# Tips for Announcing Your California HVAC Business Sale

## 1. Be Patient and Embrace the Journey

Selling an HVAC business is no quick or simple feat. If you've been through this process before, you know it's a maze of paperwork, legalities, and endless details that require careful navigation. It's easy to get caught up in the urgency of it all but remember—good things take time. Patience is key.



## 2. Tell Your Longstanding Employees First

Before announcing the sale to the entire team, tell your veteran employees and any managers personally. This small gesture will go a long way. They've earned the privilege of being the first to know. Sharing the news with them ahead of time makes them feel valued and helps prepare them to set the tone for the rest of the team.

## 3. Empower the New Owner

One of the most critical steps in this process is empowering the new owner with full decision-making authority from day one. The sooner your team sees the new owner in charge, the quicker they adjust to the change. When the new owner has control with your support, the transition will be smoother, and employees will begin respecting their new leadership without question.



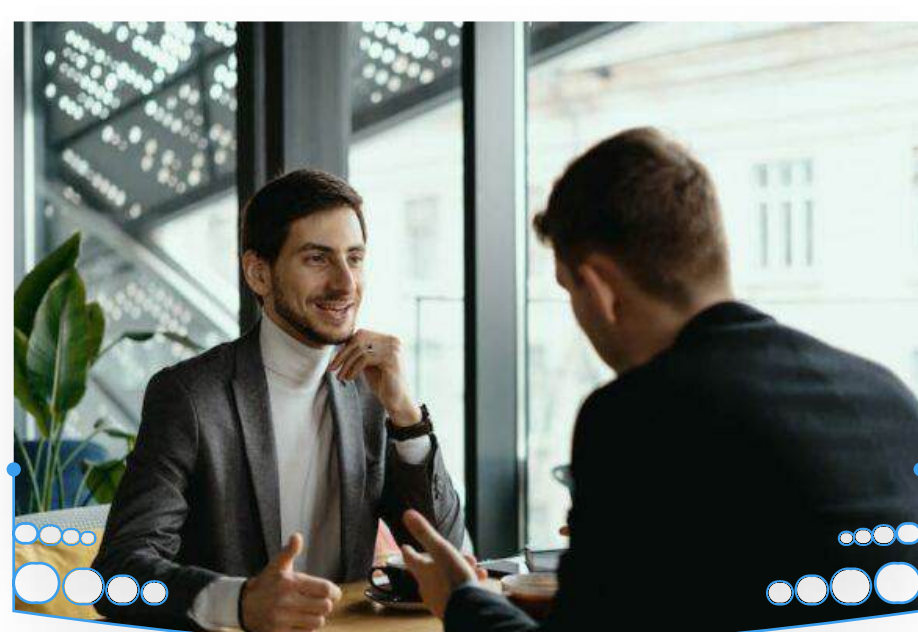
## 4. Introduce the New Owner to Key Customers

A smooth transition doesn't just happen behind closed doors—it happens in front of your customers, too. As the outgoing owner, take the time to introduce the new owner to your key clients, even before the sale is final. When customers see you, both working together and trusting the new owner, they'll feel more confident about the future of the business.



## 5. Stay Involved in Meetings Initially

Unless the new owner has other ideas, staying involved in meetings in the early days after the sale is wise. This demonstrates your support for the new leadership, instilling confidence in both the team and customers. Your experience and insight can guide the new owner, making the transition more seamless.



## 6. Gradually Transition Out

Once the new owner has gained a solid footing, it's time to start stepping back. Begin with more minor responsibilities, like scheduling or holding staff meetings, and gradually transfer larger tasks. Over time, you can fully transition out, leaving the new owner to take charge of all operations.

## 7. Make the Announcement Public

After preparing your employees and customers, it's time to announce the ownership change publicly. Use social media, your website, or mass emails to spread the news, and don't forget to personally thank loyal customers and professional contacts. And, of course, highlight the new owner, giving them the spotlight they deserve.

