

Step 60 · Exit

Frequently Asked Questions

How do I decide whether to keep going or close?

Compare realistic options using current numbers and your own limits. What would change, what would it cost, and how long could you fund the attempt without putting essential commitments at risk? Include your unpaid work and the effect on your life. Set a review date and clear boundaries rather than continuing only because of money already spent. If rent, payroll, tax, or other debts are overdue, seek qualified help promptly before taking on more obligations.

What should I prepare before selling my coffee business?

Organize reliable financial records, assets, debts, agreements, and the work that still depends on you. Decide what is included in the sale and obtain suitable valuation, legal, and tax advice. Check buyer funding and document payment, handover, and any conditions before transferring control. A buyer's agreement to take on a debt or lease does not automatically release you. Confirm required consents and releases with the relevant parties.

Why do owners sell their coffee trailers?

The reasons vary: retirement, a move, a better unit, a shift toward a café, difficult bookings, low returns, or the workload. A trailer listing alone does not tell you which applies. If you are considering your own exit, separate the vehicle's value from any transferable business, bookings, or brand. If you are buying, verify the seller's explanation and the records. Other owners' stories can raise useful questions, but they do not establish a failure rate.

Should I sell my brand with the shop, or license it?

Start with the role you want afterward. Selling the relevant brand rights can support a cleaner exit; licensing usually leaves an ongoing relationship to manage. Clarify what rights are included, who controls quality, how payment works, and what happens if the arrangement ends or the buyer fails. A familiar local name has value only if someone is willing to pay for it. Get legal, tax, and valuation advice before choosing, including for an employee buyout.

Educational guidance. Check your own circumstances with the appropriate local professional.